DECEMBER 20, 1948 PRICE 25 CENTS

BROADCASTING TELECASTING

The Newsweekly of Radio and Television

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DEC 20 1948
DETROIT

ODD, BUT WOR'S...

like a BOOK—

because its volumes of more than 110 great success stories contain such startling results as: The candy company whose 10 stores were swamped by 5,000 people shouting, "Please, gee, gimme!" for a candy bar mentioned on one WOR announcement.

like a LAMP—

because it lights up the eyes of the majority of ¼ of all the people in the United States and makes them *very* eager to go out and buy maybe old mandolins and fabricated beeswax, or whatever you might like to sell for cash, fast.

like an EXPLORER—

because it trips daily into such places as the Gaspé, in Canada, and talks persuasively in counties like Prince and Queens and Kings on Prince Edward Island; which, we might add, is not just a bus ride from New York or Trenton. Southward you'll hear it talking pleasantly in Jenkins, Elbert and Oconee counties in Georgia, which are just a tired man's stroll from the Florida border.

coming!

TWO GREAT TELEVISION STATIONS

WOR —*heard by the most people where the most people are*

WOR-TV, NEW YORK...CHANNEL 9...WOIC, WASHINGTON, D.C.

mutual

"WLS is an important part of my business"

. . . **EDWARD OHMSTEDE**
Hardware Dealer
Hartford, Michigan

Hartford, Michigan is about 125 miles from Chicago. Serving the needs of the rich Van Buren County agricultural area, it is also the home of Ohmstede Hardware Store, owned and operated by genial Eddie Ohmstede. A former Nebraskan, he has been in the hardware and lumber business most of his life.

Besides carrying a variety of general hardware items, Mr. Ohmstede has enlarged his business to include heavy household appliances, radios and toys. A progressive merchant, he recently added a new glass front, improved his display counters.

According to Mr. Ohmstede, the majority of his customers, who are from surrounding farms, listen to WLS for service and entertainment. Further, they often demand brand merchandise. That's why Mr. Ohmstede insists on carrying only standard brands—radio advertised brands. He says, "It's important to my business, since I deal with folks who listen to WLS."

It is for these people that a large part of WLS service and entertainment has been developed. Frequent vegetable and fruit market reports and trends; daily farm news broadcasts; latest weather reports—these are vital factors for successful farming to the people of Van Buren County. WLS is their station, and they know it, too. For nearly a quarter of a century, a friendly, family spirit has existed between WLS and these listeners.

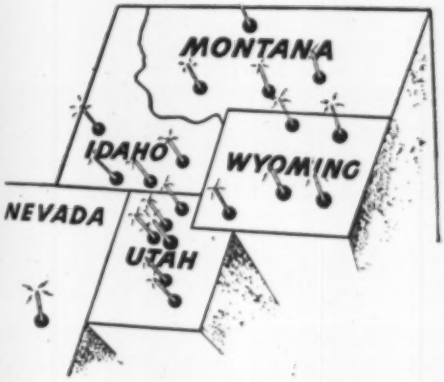
Van Bureau County represents a sizable market—with retail sales of over 25½ million dollars and an effective buying income of 52½ millions. WLS popularity in this market is further borne out by county BMB figures—72% day, 74% night.

The reaction of this one merchant and one county, in WLS's 567 daytime BMB counties, speaks of confidence and trust in WLS service. This confidence and trust leads to acceptance and belief—the basic ingredients of advertising results. Your John Blair man will tell you how this confidence can be put to work for you.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION

890 KILOCYCLES · 50,000 WATTS · ABC AFFILIATE · REPRESENTED BY JOHN BLAIR & CO.

INTERMOUNTAIN NETWORK OFFERS EVEN MORE FOR '49



All within the past year, the Intermountain Network has added 4 new stations and further improved the facilities of 7 more stations. **And there has been no increase in rate.**

So, for '49, you can buy 20 stations for intensive coverage of the intermountain west. Or, if you prefer, you can buy single groups exactly as you wish.

Note the changes during the past year:

More Power, Better Frequencies

Station	City State	Formerly	NOW
KOVO	Provo, Utah	250 watts, 1240 KC	1000 watts, 960 KC
KVNU	Logan, Utah	250 watts, 1230 KC	1000 watts, 610 KC
KFXD	Nampa-Boise, Idaho	250 watts, 1230 KC	1000 watts, 580 KC
KVRS	Rock Springs, Wyo.	250 watts, 1400 KC	1000 watts, 1360 KC
KWYO	Sheridan, Wyo.	250 watts, 1400 KC	1000 watts, 1410 KC
KPOW	Powell, Wyo.	250 watts, 1230 KC	1000 watts, 1260 KC
KLO	Ogden, Utah—Now operating with 5000 watts, plus directionalized power—a signal equivalent to 16,000 watts of power.		

New Additions

KMON	Great Falls, Mont.	5000 watts	560 KC
KRAM	Las Vegas, Nevada	1000 watts	920 KC
KSVC	Richfield, Utah	1000 watts	690 KC
KOWB	Laramie, Wyo.	250 watts	1340 KC

20 HOME TOWN MARKETS COMPRISE THE INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan
KSVC, Richfield

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KOWB, Laramie
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
KMON, Great Falls
KYES, Butte *

NEVADA
KRAM, Las Vegas

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates
* Under Construction

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

blished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

ANGUISHED hopes of prospective telecasters for prompt operation in ultra-high frequency band (500 mc area) will be dashed temporarily anyway when reports on RCA-NBC UHF tests are released. Experimental station which has operated since last September in conjunction with WNBT Washington blew entire supply of tubes. Station went off air last week, having completed test cycle. Terrific heat in those frequencies burned out tubes, sometimes in minutes. This doesn't spell doom but means lots of laboratory work may yet be necessary.

REPORTS THAT AFM will hurry to revise copyright laws so musicians can obtain income from records spun by disc jockeys and played on music machines were discounted Friday by Milton Diamond, general counsel of AFM. He said, "We are working on a problem but it is a long range matter which will require considerable study. It won't be worked out tomorrow."

ED CRANEY, head of Pacific Northwest Broadcasters, is resigning KXLY Spokane, which he owns in partnership with former Sen. Burton K. Wheeler family and with Saul Haas, president of KIRO Seattle, from trade association because of disagreement with NAB fight against White Bill at last session and his contention that NAB lacks standing in Congress. He also contends NAB has not functioned in best interests of independently-owned stations. No comment from NAB.

IN KEEPING with new approach toward coordinate action between Congress and administrative agencies, FCC Chairman Coy shortly will meet informally with Senate Interstate & Foreign Commerce Committee chairman-designate, Edward C. Johnson of Colorado, to discuss legislative picture. From that conference probably will stem kind of recommendations FCC would like to have committee consider next session.

BRISTOL-MYERS Co., New York (Ipana toothpaste) ready to place spot announcement campaign through Doherty, Clifford & Shenfield, New York.

NEARLY COMPLETE FM Assn. analysis of station ownership expected to show at least 35% of all FM stations now on air are owned by newspapers.

RADIO'S top winter social event—annual dinner of Radio Correspondent's Assn.—slated in Washington Feb. 5. Understood acceptance received from President Truman.

PONTIAC shopping for TV exploitation of new models, probably using all-star film show timed for special floor showings.

CUBA and Argentina, which recently walked out of International High-Frequency Broadcast Conference, are again taking part in

(Continued on page 86)

Upcoming

Dec. 27-29: American Marketing Assn. annual convention, Cleveland.

Dec. 28: All-Radio Presentation Executive Committee, BMB board room, New York.

Dec. 30: Executive Session of House Select Committee to Investigate the FCC, 10:30 a.m., Old House Office Bldg., Washington.

(Other Upcomings, page 54)

Bulletins

CBS solicitation of Phil Harris-Alice Faye show, now on NBC, stymied Friday. Rexall Drug Co., show's sponsor, assertedly unwilling to move to new time on new network. *Sam Spade*, sponsored by Wildroot, remains in Sunday 8-8:30 p.m. CBS spot, into which CBS had hoped to move Harris-Faye.

JESSE BUTCHER NAMED

APPOINTMENT of Jesse Butcher, recently in West Coast office of Kenyon & Eckhardt, to newly-created post of program manager of KMPC Hollywood, announced Friday by Frank E. Mullen, president of G. A. Richards stations. Mr. Butcher headed USO radio activities during war and prior to that was identified with agency and network programming and public relations activities in East.

4 PHILLY-CHICAGO AT&T TV CIRCUITS BY JULY 1

AT&T announced Friday four Philadelphia-Chicago network circuits would be available before next July 1, bringing first promise of early relief from single-channel bottleneck which has hamstrung expansion of network television from East to Midwest. Two westbound channels will be on 24-hour basis, third for television use after 6 p.m. daily, and one eastbound circuit will be available after 6 p.m.

Announcement coincided with another inconclusive conference among television networks and AT&T over time allocations on single westbound video channel which opens Jan. 12. Allocation of network schedules of that channel left in AT&T hands after networks abandoned hope of compromising among themselves over use of single circuit.

Only program on which all networks could agree was pool telecast to celebrate opening of East-Midwest link night of Jan. 11.

ESSO MOOD

ART WORK and music but no spoken words are used to build holiday mood in one-minute television spot Esso Standard Oil Co., New York, is using in 11 TV markets. Only sponsor identification is picture of quartet of service station dealers singing season's greetings from company's current highway poster display.

Business Briefly

MOTOROLA TV PLAN • Motorola Inc., C cago, planning network video show to be te cast one evening weekly. Motorola this ye started minute movie for video, using sp throughout country. Firm expects to contin special events on TV. Agency, Gourfain-Co Chicago.

'QUEEN' SPONSOR • Miami Margari Co., Cincinnati (Nu-Maid margarine) Jan. to begin on 245 Mutual Southern stations minute segments of *Queen for a Day*, Tuesda and Thursdays. Contract, 52 weeks. Agen Ralph H. Jones Co., Cincinnati.

ARMOUR EXPANDS • Armour & C Chicago, expands *Stars Over Hollywood*, n on 50 CBS stations, Saturdays, 1-1:30 p.m., full 178 station network Jan. 1. Agency, Fo Cone & Belding, Chicago.

CBS NEWS SERIES • Seeman Bros., N York (Air Wick), to sponsor new CBS seri *Allan Jackson and the News*, Saturdays, 11:05 a.m. beginning Jan. 29. Agency, W liam H. Weintraub Inc., New York.

WPTZ NAMES NBC SPOT • NBC Spot Sa appointed national representative for WP (TV) Philadelphia, Philco-owned station.

TV OUTPUT SPURTS, RMA NOVEMBER FIGURES SHOW

OUTPUT of TV receivers zoomed in Novem to 122,304, four times January total, Ra Mfrs. Assn. announced Friday. This brin total TV output since war to 890,000 sets, which 705,653 were turned out in 11 mon of 1948. November TV jump of 28% over tober due to efforts to meet pre-Christ market (early story page 85).

AF-FM output of 166,701 units slightly der October due to two November holidays weekly production rate 54% greater t weekly average for first nine months of y Total November set production by RMA m ber-companies, 90% of industry, was 1,116 units, bringing 1948 total to 12,894,805. put of straight AM receivers down ag 827,122 compared to 869,076 in October.

NEW YORK WEIGHS USE OF RADIO TO SELL CITY

NEW YORK CITY officials and business l ers Friday discussed sponsoring radio tr programs to sell city as tourist center and for new industries.

Bernard F. Gimbel, Gimbel Bros. presid and head of New York Convention and Visit Bureau, said: "Radio will be an import feature of our promotion because it reac every part of the country." Abe Stark, N York commerce commissioner, also emphasi value of using radio to sell city.

Special committee will be appointed to m budget recommendations, including radio.

WDEL
Wilmington, Del.
Established 1922

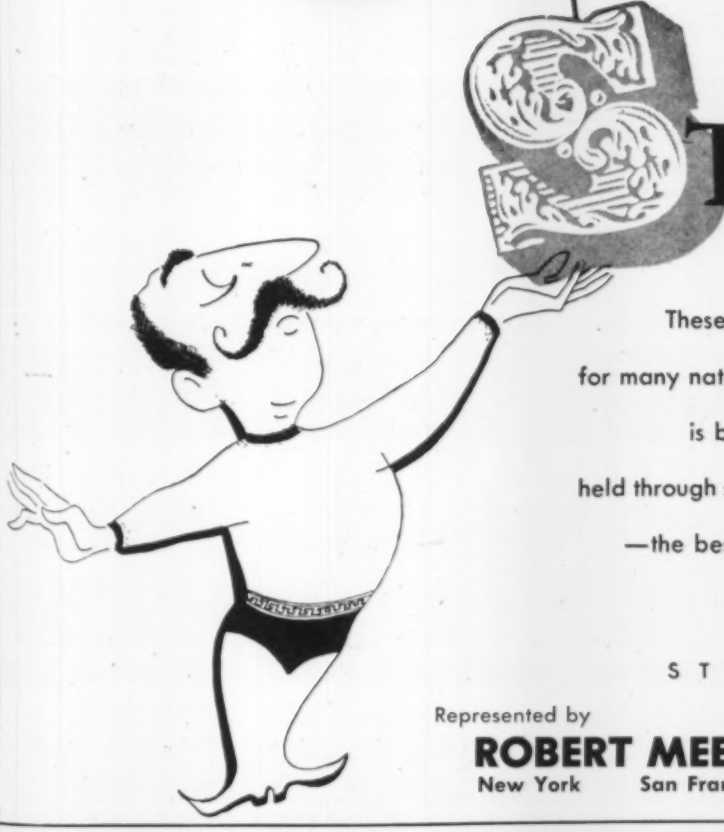
WGAL
Lancaster, Penna.
Established 1922

WRAW
Reading, Penna.
Established 1922

WKBO
Harrisburg, Penna.
Established 1922

WORK
York, Penna.
Established 1932

WEST
Easton, Penna.
Established 1936



STRONG
in building profitable sales

These six progressive stations are effectively creating sales for many national advertisers. Their unusual sales-producing ability is based on outstanding listener loyalty—developed and held through skillful local programming and NBC Network Programs —the best shows in radio. Write for full information and rates.

STEINMAN STATIONS

Represented by
ROBERT MEEKER ASSOCIATES
New York San Francisco Chicago Los Angeles

NBC AFFILIATES

SEASON'S

EDWARD PETRY AND CO. INC.

REETINGS

To our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.

SPOT RADIO LIST		
WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
	Ft. Worth	ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPOA	Honolulu	T. H.
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	CBS
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

YOU CAN CRACK THE

Heart of Flint!

...A $200,000,000 *Retail Sales Market*

● Business is good in Flint, where the retail trading zone boasts a population of approximately 277,500. Here, where manufacturing of automobiles and everything that goes into them is the prime industry, factory payrolls are enormous—average income high. In 1947 the per family income in Flint was $6,107—will be even higher for 1948.

Retail sales in Flint jumped from nearly $72,000,000 in 1940 to approximately $200,000,000 in 1947—an increase of 175%. For Genesee County as a whole, they zoomed to over $234,000,000.

YOU can make sales history in Flint, too! You can get the same amazing sales results over WFDF that Flint's own radio-wise retailers are experiencing. Get into the picture—get the facts and let Flint's radio station favorite* spearhead your own sales drive!

*Latest Hooperatings give all three listener-preference firsts to WFDF—morning, afternoon and night!

910 Kilocycles

WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

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Estelle Markowitz.

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John Cosgrove, Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Suser, Lillian Oliver.

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Bruce Robertson, ***Senior Associate Editor.***
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

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* Reg. U. S. Pat. Office

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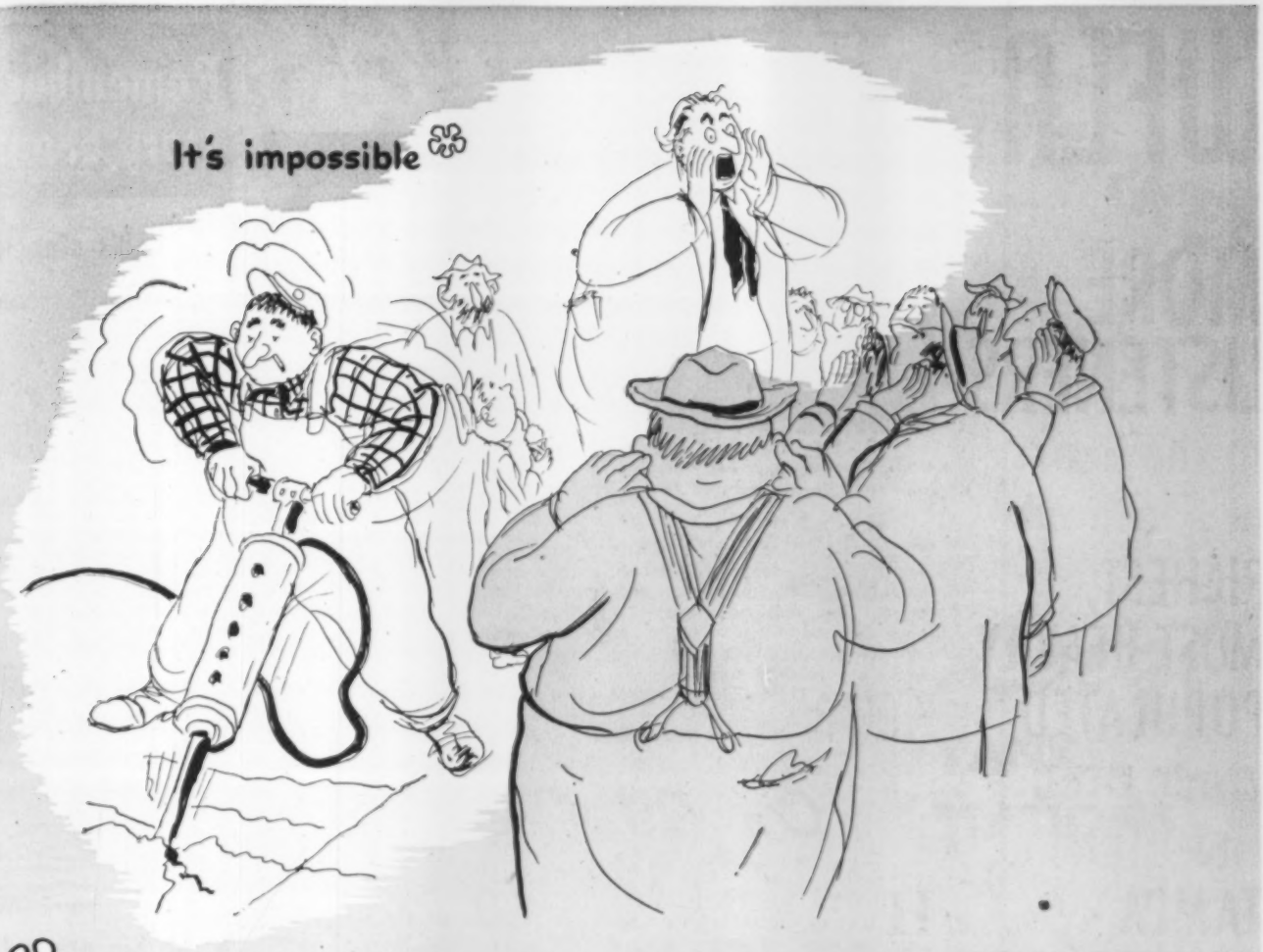


You can't cover California's Bonanza Beeline without on-the-spot radio

KON-RENO

KFBK-SACRAMENTO

KWG-STOCKTON

KMJ-FRESNO

KERN-BAKERSFIELD

Your sales story may be strong. But is it being *heard? That's* your problem in the Bonanza Beeline—the 3¼ Billion Dollar market of inland California and western Nevada. Because you can't sell Beeline people with outside radio. Living inland, they *naturally* have strong local interests . . . and favorite local radio stations.

So to be heard in the Bonanza Beeline—where annual retail sales top those of Philadelphia†—use on-the-spot radio. Schedule the five BEELINE stations.

Together they blanket the whole area . . . individually they're long time *local* favorites. Bakersfield people, for instance, have been listening to KERN since 1932. And BMB shows KERN's city audience as 81% daytime, 94% at night. Ask Raymer for more BEELINE facts.

†Sales Management's 1948 Copyrighted Survey

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

WFLA

MORE LISTENERS

RICHEST, MOST HEAVILY POPULATED

TAMPA - ST. PETERSBURG MARKET

WFLA NBC AFFILIATE
WFLA-FM
The Tampa Tribune Stations
National Representative JOHN BLAIR & CO.
Southeastern Representative HARRY E. CUMMINGS Jacksonville, Fla.
TAMPA

Feature of the Week

Mr. Cott (l) supervises recording, as writers Singer (r) and Zaret (second from r) add instructions to The Jesters.

WNEW New York, whose "Little Songs on Big Subjects" elevated the singing commercial to an educational and cultural plane, last week finished a new series of jingles which promise to be an even bigger hit than their predecessors.

These are "Little Songs About the UN."

Like "Little Songs on Big Subjects," which were simple but telling arguments for racial and religious understanding, the "Little Songs About the UN" are catchy tunes which can be sung easily. They include a country dance, march, polka, children's play song and a Dutch clog dance, and their words point out the important

(Continued on page 82)

On All Accounts

HOOVER was in the White House, and kitchen-ware manufacturers were expanding their pots to accommodate a second chicken when a bright young lad of 17 walked into the Monte Proser publicity office in New York and walked out, an interview later, with a job as office boy for the firm.

That was Adrian Samish's introduction to show business. Today, 20 years later, still very much a boy, Mr. Samish is president of one of the largest creative enterprises in radio, Show Productions Inc., a subsidiary of Dancer - Fitzgerald - Sample, New York.

Mr. SAMISH

A year after his "baptism by Proser" Adrian Samish joined Chester Erskine, producer, as an assistant stage manager. Shortly afterward he outgrew his "assistant" status to stage manage such Broadway productions as "I Love an Actress," "Criminal Code" and "Subway Express." He remained with Mr. Erskine for five years.

From stage manager he progressed to composer, writing the score for a Schubert production, "Hello Paris." When that show closed Mr. Samish journeyed to Montauk Point, N. Y., to direct a stock company, but he returned to New York in 1935 for his first job in radio as director of *True Story* on ABC, for the Kudner Agency. A year later he moved to Young & Rubicam where he was head of production and worked on such shows as *We The People, The Aldrich Family, Helen Hayes, Silver Theatre* and *Screen Guild.*

After six years with Y & R he went to Hollywood in 1942 to direct two pictures for Paramount, but on Dec. 7, 1941, Pearl Harbor Day, he returned to radio in Washington to produce, direct and edit *The March of Time* series. For his work on this series he was awarded the annual Advertising Award for exceptional achievement.

In 1943 Mr. Samish joined ABC as vice president in charge of programs and television. Under his direction such programs as the Henry Morgan show, *I Deal in Crime, Bride and Groom, Ladies Be Seated* and four others were conceived, created and—what is equally important—sold.

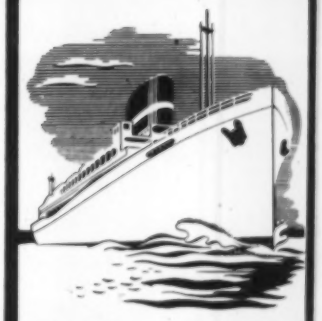
In 1947 Mr. Samish resigned from ABC to join D-F-S and on Aug. 15 of that same year he was named president of D-F-S's Show Productions. He is now responsible

(Continued on page 82)

Remember the story about...

Fulton's steamboat

that grew into



the big ocean liner?

The huge beauties that rush across the Atlantic today are a far cry from the modest little steamboat that first churned up the Hudson River. So is today's W-W-D-C in Washington a far cry from the W-W-D-C of a few years ago. Today, on both AM and FM, your sales message over W-W-D-C sails out like a mighty ocean liner. Get the full story from your Forjoe man today.

WWDC

AM-FM—The D. C. Independent

Represented Nationally by FORJOE & COMPANY

CRACK THE NEW ENGLAND MARKET

WITH

Local YANKEE STATIONS

WNAC—Boston, Mass.
WFAU—Augusta, Me.
WJOR—Bangor, Me.
WICC—Bridgeport, Ct.
WTSV—Claremont, N. H.
WKXL—Concord, N. H.
WSAR—Fall River, Mass.
WEIM—Fitchburg-Leominster, Mass.
WHAI—Greenfield, Mass.
WONS—Hartford, Ct.
WHYN—Holyoke, Mass.
WLNH—Laconia, N. H.
WCOU—Lewiston-Auburn, Me.
WLLH—Lowell-Lawrence, Mass.
WKBR—Manchester, N. H.
WNLC—New London, Ct.
WBRK—Pittsfield, Mass.
WMTW—Portland, Me.
WHEB—Portsmouth-Dover, N. H.
WEAN—Providence, R. I.
WSYB—Rutland, Vt.
WWCO—Waterbury, Ct.
WDEV—Waterbury, Vt.
WAAB—Worcester, Mass.

When you choose the Yankee Network to sell New England, you follow in the footsteps of men who are already successful in selling New England.

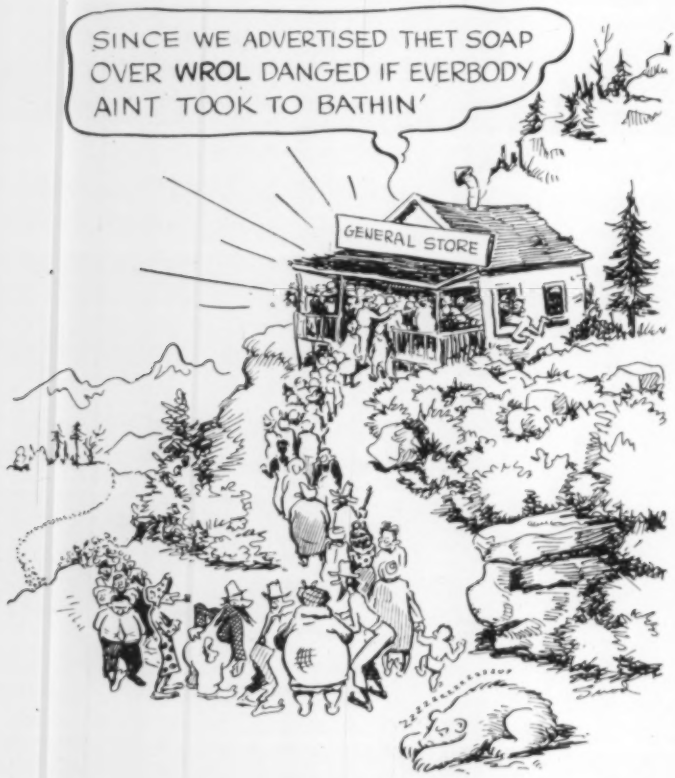
These men know the value of Yankee home-town stations to get their messages across with a smash. They know that in every trading area there is a large Yankee market, made up of habitual listeners to Yankee programs. They know that every Yankee station has acceptance with the local merchants who co-operate in brand promotions.

Every Yankee station is like a local salesman who knows his territory better than any stranger can know it, and covers it more thoroughly and with greater success.

The men who sell New England know that buying Yankee is putting 24 crack salesmen to work in 24 top markets. You can buy any individual station, or any group to fit your needs or the whole network.

"This is The Yankee Network"

Member Mutual Broadcasting System



In Knoxville and East Tennessee advertisers get amazing results at amazingly low cost on WROL, NBC for East Tennessee. Your Blair or Cummings Representative can give you complete details and availabilities.

Greater Coverage • Greater Audience • Lower Cost

WROL

620 KILOCYCLES

5,000 WATTS

John Blair & Co.
National Reps.

Harry Cummings
Jacksonville, Fla.
Southeastern
Rep.

NBC **FOR EAST TENNESSEE**

WROL-FM 76,000 WATTS, 97.3 MG, CHANNEL 247

East Tennessee's Most Powerful Station

Agencies

IRVING D. AUSPITZ elected to post of executive vice president of Weiss Geller, Chicago. For six years Mr. Auspitz has been vice president a creative director of agency.

MARC H. SPINELLI, former senior television director for WRGB Schen tady, N. Y., and now TV production instruction for American Telecast Corp., Hollywood, joins Television Unlimited, new Hollywood agency, supervisor of TV productions.

BERNARD R. LINKINS appointed secretary of Kal, Ehrlich & Merr Washington. He is also general manager and director of layout. Mr. Linkins joined agency in 1933.

Mr. Linkins

THOMAS J. RICHARDS, formerly with WSOY Decatur, Ill., joins Cox Adv., Columbia, S. C., as head of radio department.

GEORGE R. BIXBY announces formation of his own agency, George R. Bixby, located at 171 Westminster St., Providence, R. I. He was with Bixby-Hanaway Adv., which has been dissolved.

JIM McGARRY, manager of radio promotion and publicity at BBDO, New York, is the father of a boy, Seamus Kevin.

MARY DUNLAVEY, time buyer at Pedlar & Ryan, New York, for the y four years, announced her resignation effective Dec. 31. Prior to joi Pedlar & Ryan, Miss Dunlavey was with Ruthrauff & Ryan, and Erwin, Wa Co. in a similar capacity. She has announced no future plans.

CORNWELL JACKSON, vice president in charge of Hollywood office, J. Wa Thompson Co., and **OLIVER HOPPS,** formerly assistant to Mrs. Lo Danker, contact woman on Lux soap account, have absorbed duties of M Danker, resigned [BROADCASTING, Dec. 13].

BENJAMIN B. LaMASTER, formerly copy manager of Lennen & Mitch Beverly Hills, Calif., joins copy department of Erwin, Wasey & Co., Angeles.

PAUL R. WADDELL of copy staff at Young & Rubicam's Chicago office, pointed associate copy director.

ART HACKETT, formerly of James Lovick Ltd., Toronto, joins McKim A Toronto.

RHOADES & DAVIS on Jan. 1 moves its San Francisco office to 79 Post

RICHARD L. EASTLAND, former account executive with Roy S. Durstine New York, joins Hutchins Adv., New York, as assistant to H. Pierson Ma vice president in charge of radio and television. **EUGENE S. SCHIESS,** merly a director at ABC, also joins agency's radio and television depart

RAYMOND C. KEMPER, formerly staff producer with Don Lee Broadcas System, joins radio production staff of Hollywood office of McCann-Erick

ED HOLLEY, account executive with Martin Klitten Co., Los Angeles, i father of a girl, Suzanne.

CHARLES HOGEN, vice president, N. W. Ayer & Son, Hollywood, tran to New York office after first of year to handle new business. Also t ferring at same time is **ROL RYDER,** agency account executive, who go Chicago office on United Airlines account which will be centralized there

EDWARD A. GROSSFELD, formerly with Kuttner & Kuttner, Chicago, his own advertising firm, Edward A. Grossfeld & Staff, 225 N. Michigan Chicago.

WILLIAM GIRARD opens advertising and publicity offices under his nam Beverly Wilshire Hotel, Beverly Hills, Calif. Telephone: Crestview 1-

MILLS, LUND & MANN INC. organizes in Chicago with offices at 53 W. son Blvd. **LLOYD MILLS,** president, formerly was president of Schnell Inc.; **MALCOLM LUND** previously with Young & Rubicam, and **HAROL MANN** formerly with publications in building industry.

BYRON PAGE LYMAN joins Frederick E. Baker & Assoc., Seattle, as ac executive and radio director.

Here's
wishing
you...

in a good old-fashioned way...

a
very
merry
Christmas
& happy New Year...

om one of the world's
ost prosperous markets:

WMTland

(Ask the Katz man for proof!)

WMT

600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network

AND A MERRY CHRISTMAS TO YOU!

W H H M wishes to take this opportunity to thank those time buyers who bought spots or programs on W H H M in 1948.

We know the results more than justified your expectations—judged by the high rate of renewals and the merry ring of the cash register.

May you and your clients continue to enjoy the fine business that comes when you use the station that

DELIVERS

MORE LISTENERS

PER DOLLAR

IN MEMPHIS

WHHM

Music, News and Sports 24 hours daily

memphis, tennessee

Patt McDonald, manager — FORJOE & CO., representatives

Member
Association of
Independent
Metropolitan Stations

New Business

SEEMEN Bros., New York (White Rose Tea), to sponsor *Fashion Flash* five-minute series, effective Jan. 3, 1949, in limited number of easte markets. Agency: J. D. Tarcher & Co., New York.

FIVE STAR Mfg. Co., Grand Forks, N. D. (auto heaters), appoints Barn Lavin Inc., Fargo, N. D., to handle advertising. Spot radio currently being us on 12 stations.

BARRICINI CANDIES, New York, appoints Madison Adv., same city, to hand advertising. Current radio schedule, sponsorship of *Ted Husing Show* (Mo Wed. and Fri., 5:30-5:45 p.m. on WMGM New York), will be maintained un Jan. 1, 1949, when new radio plans will be made.

WILSON & Co., Chicago meat packers, will sponsor transcribed across-th board program on WMAQ Chicago, featuring vocalist Patti Clayton a organist Johnny Duffy from 11:45-12 noon CST beginning Jan. 10, for 26 wee Agency: Canady, Ewell & Thurber.

MOUNTAIN VIEW NURSERY Co., McMinnville, Tenn. (trees, shrubs), h switched from Brown & Bowers agency, Nashville, to Louis A. Smith Chicago. Company is sponsoring series of live talent, station-produced pr grams in 12 markets.

SPEAR & Co., New York (furniture chain), appoints William Warren Agen same city, to handle television advertising. Company currently sponsor Jimmy Jamail, *The Inquiring Photographer*, 7:40-8 p.m., Thursdays, on WP (TV) New York.

MORRIS B. SACHS Co., Chicago retail merchants, renew 52 week contract the 10:15-10:30 p.m. CST period across-the-board on WENR Chicago. Progr formerly heard at this time, *But Not Forgotten*, to be replaced with new sh starring Skip Farrell, baritone, starting Dec. 27. Agency: Ruthrauff & Ry Chicago.

GENERAL APPLIANCE Co., Oakland, Calif., through Ad Fried Adv., same c signs option contracts for half-hour program, *Television Tryouts*, with KP (TV) San Francisco, scheduled to go on the air this month, and KGO-TV, sa city, due on the air in early spring [BROADCASTING, Dec 6].

EUGENE ROTHMUND Inc., Somerville, Mass. (ready-to-eat meat produc appoints John C. Dowd Inc., Boston, to handle advertising. Television will used to promote new Rothmund product, Dutchman's Pork Sausage.

P. LORILLARD Co. (for Old Gold cigarettes) and NEDICK'S STORES l both New York, sponsoring 10 Ivy League basketball games on WMGM N York.

PEPSI-COLA BOTTLING Co. of Cleveland to sponsor an 18-game col basketball schedule on WSRS Cleveland Heights, Ohio.

ALL CLEAN MAINTENANCE Co., Oakland, Calif., appoints Ad Fried A same city, to handle advertising. Radio is planned during 1949.

YAMI YOGURT Products Inc., Beverly Hills, Calif. (cultured milk produ today (Dec. 20), starts additional radio schedules on three Los Angeles stations,—six weekly quarter-hour recorded *Dinner Concert* on KGIL San nando Valley; two weekly quarter-hour sponsorship of *Cecil Brown and News* on KHJ Los Angeles; and five weekly participation on *Shopping lights* on KFVD same city. All contracts for 52 weeks. Agency: William K & Co., Hollywood.

AMERICAN HOME PRODUCTS, Chicago (cake mixes), sponsoring Tue and Friday participation on *Beulah Karney Show* (4:45-5 p.m. CST), on W Chicago for 23 weeks starting Jan. 3, 1949. Agency: W. Earl Bothwell Chicago.

Network Accounts • • •

WM. WRIGLEY Jr. Co., Chicago, sponsor of *Gene Autry Show*, Sundays, p.m. on CBS, switches show to Saturdays 8:30-9 p.m. time slot effective C mas Day.

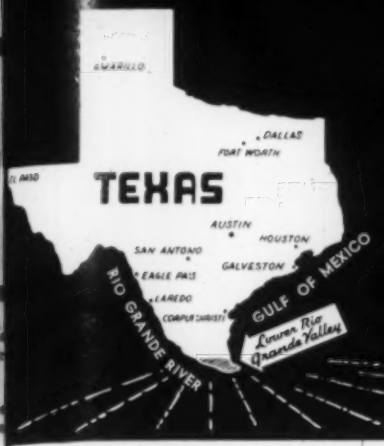
ANDREW JERGENS Co., Cincinnati, renews sponsorship of ABC *Jer Woodbury Journal*, with Louella Parsons. The 52-week renewal contract, tive Dec. 25, was signed through Robert W. Orr & Assoc., New York.

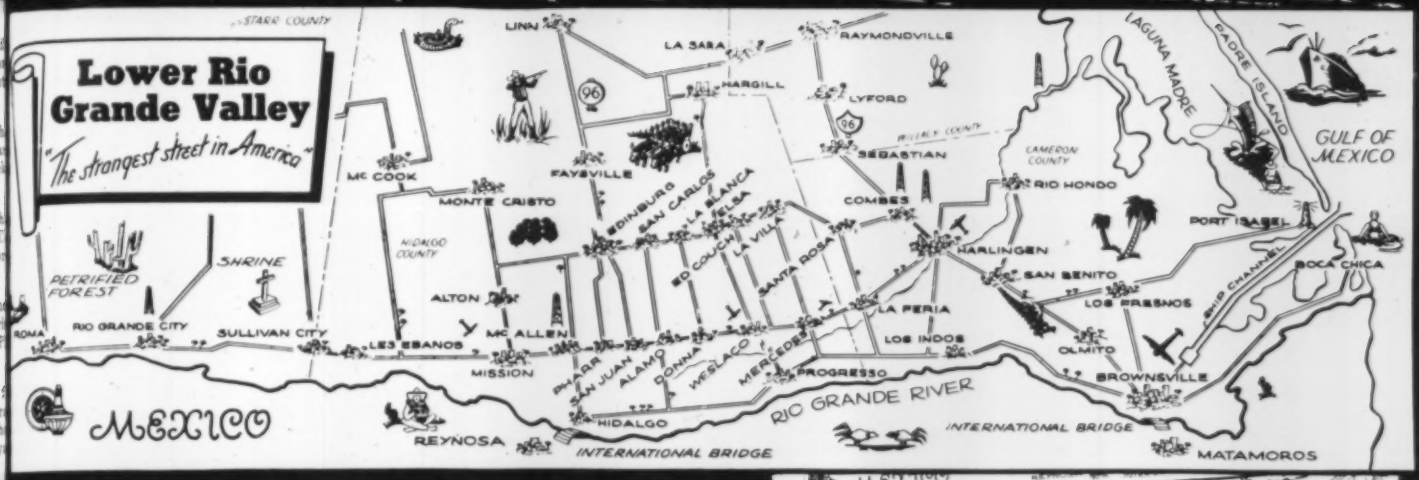
GENERAL FOODS, New York (Jello), sponsoring *My Favorite Husba* replace *Mr. Ace & Jane*, Friday, 8:30-9 p.m. on CBS [BROADCASTING, Dec. Agency: Young & Rubicam, New York.

KELLOGG Co., Battle Creek, Mich. (breakfast cereals), Jan. 8, starts weekly audience participation program *Mother Knows Best*, on 30 CBS P Coast Network stations, Saturday (12:00-12:30 p.m. PST). Program wi transcribed in New York. Contract is for 52 weeks. Agency: Kenyon & Eckh Hollywood.

OUT OF THE MAGIC HAT-

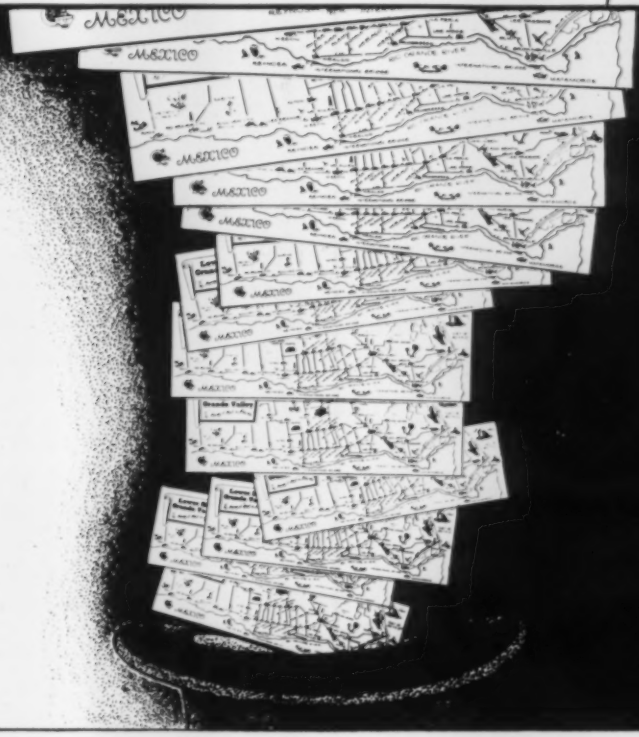
The Magic Valley of Texas





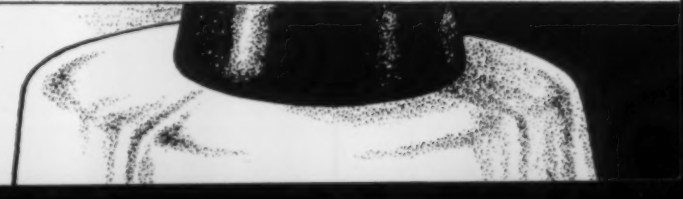
KRGV IS THE VOICE listened to

by the 250,000 people living throughout the length and breadth of the Lower Rio Grande Valley of Texas . . . Located at the Southernmost tip of Texas in the delta of the Rio Grande. . So rich that it can be compared with the valley of the Nile . . . So progressive that no other section in the entire United States has outstripped it in growth. In 1935 its bank deposits were $9,000,000.00 — in 1947 $118,084,714.00. The Farm Cash Income in 1935 was $12,500,000.00, but in 1947 it was $132,501,000.00 — nearly TWELVE TIMES AS GREAT within a period of twelve short years. Let KRGV deliver the land that Citrus, Vegetables, Cotton, Poultry and Oil has made known as the GOLDEN GARDEN OF AMERICA.



KRGV *the Voice of the Magic Valley of the Rio Grande*

WESLACO, TEXAS
1290 KC. — 1000 WATTS
Affiliated with National Broadcasting Co. and Lone Star Chain
Represented by Taylor - Borroff & Co., Inc.



Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Yearbook' Handy

EDITOR, BROADCASTING:

We find the YEARBOOK a very handy reference work.

Lawson Paynter
McCann-Erickson
New York

* * *

Fuller Explanation

EDITOR, BROADCASTING:

I am quite amused at the letter to the Editor from George Burbach of KSD St. Louis. I am rather grateful, too, since I have finally been able to determine his interpretation of the *Post-Dispatch* cartoon labelled "P.S. Co.'s Sardine Symphony." The point the cartoon tried to make was so vague that the few people who looked at it were puzzled as to its meaning. Incidentally, Artist Fitzpatrick should have consulted KSD's musical director as to the proper way to draw a musical clef. He has it reversed in the cartoon.

One interpretation of the cartoon was that it flattered installation of radios in buses by virtue of the fact that the drawing shows a crowded bus. Does this mean that music inspires people to travel on radio equipped buses to a greater extent than they normally would?

Mr. Burbach refers to the "Letters From the People" column of the St. Louis *Post-Dispatch* carrying comments from the people not too flattering to Transit Radio. It is unbelievable they are printing as many compliments as they receive.

The outcome of a sixty-day survey here demonstrated the public's overwhelming acceptance (in excess of 90% in favor) of bus and streetcar radio. I will hazard a guess that if the *Post-Dispatch* or KSD had 90% acceptance their joy would be unbounded. Could it be ....? No, I am sure that Mr. Burbach would not claim that the activity of a competitor worries him.

This is all the more amusing when statements of executives of his own organization have been to the general effect that KXOK is the one immediate answer to the future of FM.

C. L. (Chet) Thomas
General Manager
KXOK St. Louis

* * *

'Mr. & Mrs.' Plan

EDITOR, BROADCASTING:

By this time, I suppose there hardly a radio station in the nation that doesn't have a husband-and-wife show sometime in the morning.

Here at WILM, we have one that really sparkles: *Coffee With the Franks*—it's a deal that emphasizes that you, too, can have your second cup of coffee with Bill and Gladys Frank at 7 o'clock every morning.

Well, it occurs to me that since all of these "Mr. and Mrs." shows have something in common—with common problems of presentation and common complaints, etc., it's about time we were all invited to New York City for a national convention.

It would be wonderful!

Of course, our sponsors ought to pay for the trip. . . .

Bill and Gladys Frank
WILM Wilmington, Del.

* * *

A Tape Problem

EDITOR, BROADCASTING:

My work involves considerable use of a portable recording device. Thus far our tape recorder has proved (1) too cumbersome as well as (2) thoroughly unreliable. We then switched to a wire recorder made by a very reputable concern. Having used two of these wire recorders for many months, we find that these, too, are not reliable although their fidelity is excellent. They are easy to operate and are extremely portable. The manufacturer claims that the apparent unreliability cannot be remedied.

Could it be that others have tried various makes of tape and wire recorders and have found the answer? We would certainly like to hear from them and exchange experiences which might be of mutual benefit.

Wire or tape recording is the most practical for use in a station of our size, but we are at our wit's end to find the right equipment. Can someone help?

Thanks for your swell magazine which is read by our entire staff.

Warren C. Ashton
Special Events
WIMS Michigan City, Ind.

* * *

FM Distribution

EDITOR, BROADCASTING:

I am forwarding a part of a resolution which I am having placed before the board of directors

(Continued on page 68)

The Patroon* of the week

DOTY EDOUARDE

Time Buyer & Television Director

Badger, Browning & Hersey, Inc.

To add to his many honors and titles, some attained as a buck sergeant in the ATC in India and others as a big league time buyer, Doty has just been elected a Patroon. Today, he received from the William G. Rambeau rep a certificate of membership in the Honorary Order of Patroons and the deed to a tract of land in the heart of Patroon country.

*PATROON — Aristocratic Landholder of the Hudson Valley

The FACT of the week

Only the WPTR-WBCA combination can give you these extras in the great Albany-Schenectady-Troy markets: Regional coverage in New York State and New England at local rates. Simultaneous broadcasts on America's first commercial FM station.

WPTR

10,000 Watts of POWER Night and Day

PATROON BROADCASTING COMPANY, HOTEL TEN EYCK, ALBANY, N. Y.

About the best copy we can think of at this time of year is a hearty

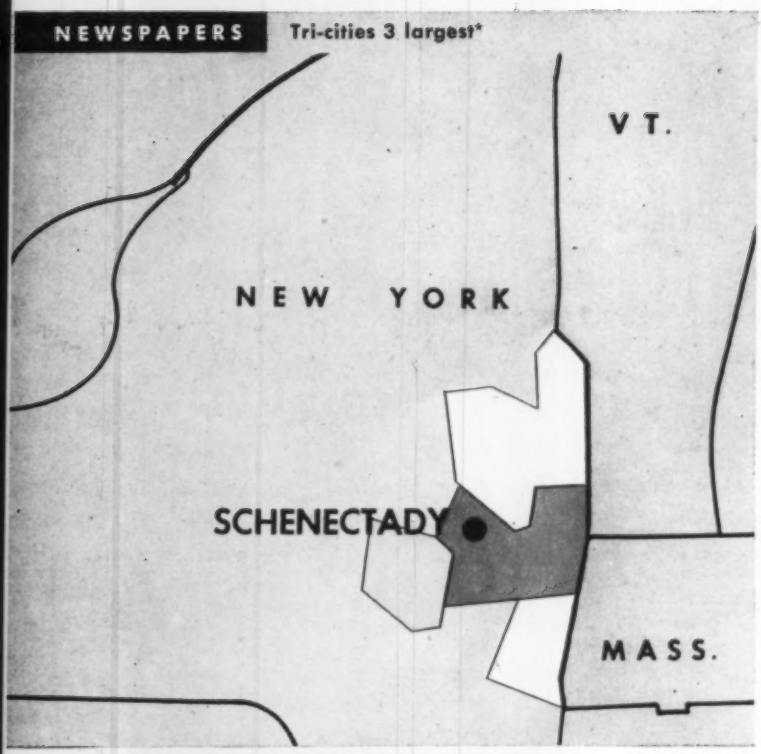
Merry Christmas

to all!

WSM
NASHVILLE

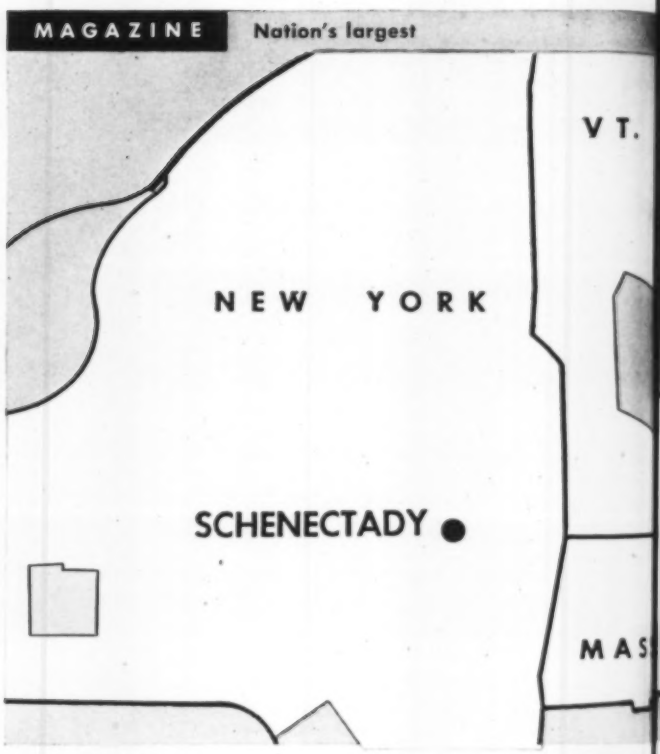
Your *salesmen* may blanket the area.. bo

Your salesmen spend a lot of time building up your distribution areas . . . making your product conveniently available to more and more people. Are you using the advertising medium that backs up their efforts by reaching the maximum num-



*Combined circulation of the largest newspapers in Schenectady, Albany and Troy, N. Y.

Total circulation in area — 119,877 (Audit Bureau of Circulations)

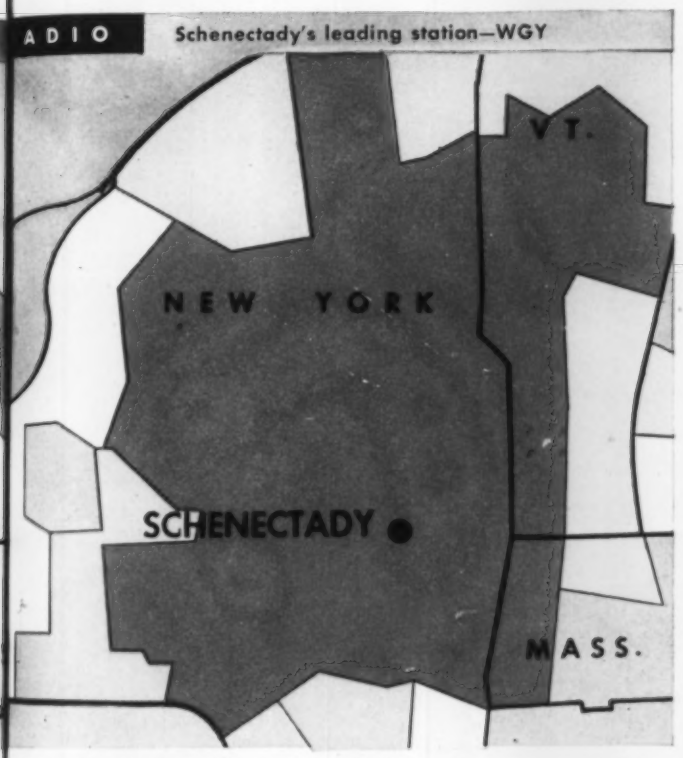


Total circulation in area — 194,544 (Source available on request)

NBC

bes your advertising?

ber of prospective customers? Is your advertising selling as effectively as your salesmen? . . . Here are three maps of the Schenectady area. Which of the three major media can do the best job of backing up your salesmen?



Total audience in area (daytime)—448,330 (Broadcast Measurement Bureau)

WGY is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a similar analysis of any of the markets listed below, call your nearest NBC Spot Sales Office. You'll be amazed at how thoroughly these stations blanket the areas where your prospects live.

New York	WNBC
Chicago	WMAQ
Philadelphia	KYW
Cleveland	WTAM
Washington	WRC
Boston-Springfield	WBZ-A
San Francisco	KNBC
Pittsburgh	KDKA
Denver	KOA
Schenectady	WGY
Fort Wayne	WOWO

LEGEND

- ■ 50 to 100% of total families reached
- □ 25 to 49% of total families reached
- □ 10 to 24% of total families reached

POT SALES

YORK · CHICAGO · HOLLYWOOD · CLEVELAND · WASHINGTON · BOSTON · SAN FRANCISCO · DENVER

IT'S EASY, IF YOU KNOW HOW!

WHY is it that any given radio show may go like a house afire in one city, yet barely "get by" in another? You (and we) know that it's often differences *in the audiences involved*.

For 23 years, we of KWKH have concentrated on knowing our audience *in this particular section*. We've studied our own and our competitors' programming, surveyed our listeners, kept abreast of likes and dislikes. We know the type of program that gets listeners' attention and buying action from every segment of our audience. We "wrote the book" *for this area*—and are still editing it!

Let us tell you the whole story. It's unduplicated in the Shreveport area.

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas
Mississippi

50,000 Watts · CBS ·

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 35, No. 25 WASHINGTON, D. C., DECEMBER 20, 1948 $7.00 A YEAR—25c A COPY

MUSIC PEACE

Transcription Settlement Now Imminent

(Also see AFM stories, page 22)

By HERMAN BRANDSCHAIN

THE AFM ban against the transcription companies will be lifted this week, thus providing what is regarded as an important shot in the arm to the recorded program industry.

This became known in New York Friday only four days after the similar ban against recording companies had ended a union boycott of recording studios effective since Dec. 31, 1947. The transcription ban had started the same day.

Milton Diamond, general counsel for the American Federation of Musicians, said there was a possibility the actual signing would take place today (Monday). A. Walter Socolow, attorney representing many of the transcription companies, said the signing might be delayed beyond today in order to add further industry signatories to the agreement. It is known that the agreement is in type and could be presented around a council table with additional names of late starters added in a matter of hours.

Early TV Film Pact

Also forecast for early settlement is the problem of payment of union musicians for the making of films for television.

The ban against recording and transcription companies was applied by James C. Petrillo, AFM president, because the Taft-Hartley Law outlawed union-administered welfare funds. The formula that ended the recording ban, applying also to transcriptions, provides for establishment of an impartial trustee to administer a royalty fund for the benefit of unemployed musicians. The same trustee will administer both the recording and transcription funds.

The transcription royalties will be payable to the trustee at the rate of 3% of gross sales, the same royalties in effect under the old agreement. The recording royalties in the new agreement are slightly higher than in the old.

Early last week, transcription company executives admitted that with the signing of the recording trust agreement, their own industry would be subject to immediate economic pressure to make peace as quickly as possible. Industry leaders said the signing would touch off a decided stimulus to the transcription business.

C. O. Langlois, president of Lang-Worth Features Programs, said that although his company was in a good music position because of backlogs, the lifting of the ban would enable his company again to become competitive with phonograph record companies.

Robert W. Friedheim, director of NBC Radio Recording Division, said, "I believe the return of union musicians to transcriptions will stimulate business, for many advertisers wishing to use music in various ways have necessarily been holding off."

First Cut After Ban

End of the ban against recordings was formalized shortly before 3:52 p.m. Tuesday, at which time the press was called in to a mob-scene type of conference held jointly by the recording industry leaders and the AFM.

Little more than an hour later, at 4:55 p.m., Columbia Records made a recording which it is claimed was the first cut after the ban lifting. Other companies quickly followed, some rushing deliveries to hit the tail-end of the Christmas market.

At the news conference, held in the 34th story office of Mr. Petrillo in the General Electric Bldg., 570 Lexington Ave., New York, the AFM president sat behind his walnut desk and, despite being outnumbered by industry representatives, took over the show.

On his right, he was flanked by Frank White, president of Columbia Records, the industry spokesman, and on his left by Samuel Rawlins Rosenbaum, Philadelphia lawyer who was named impartial trustee at $25,000 a year of the welfare fund agreement which ended the ban.

As photographers asked the three to move closer together for a picture, Mr. Petrillo, who has a germ phobia, cautioned Mr. White: "Don't cough."

Mr. White, with a cold, coughed.

Then photographers asked Mr. Petrillo to shake hands with the pair. He first extended his little finger toward Mr. Rosenbaum in the Petrillo shake, but eventually shook hands all around.

Then Mr. Petrillo was asked how

(Continued on page 62)

AFM's president, James Caesar Petrillo (second from r), beams as agreement is reached in New York ending musicians' strike against record-manufacturing companies. L to r: Frank White, president of Columbia Records; Henry Kaiser (in background), AFM attorney; Mr. Petrillo, and Samuel Rosenbaum, administrator of AFM welfare fund which the agreement re-establishes. Fund is created by a royalty tax on records.

DuMONT

FCC Rules Paramount Controls

FCC RULED last Thursday that Paramount Pictures clearly controls Allen B. DuMont Labs and proposed to deny Paramount-DuMont television applications for San Francisco, Detroit, Boston, Cleveland, and Cincinnati.

The decision, although "proposed" rather than final, revived speculation that Paramount may seek to sell its approximately 30% DuMont interest, on which FCC placed an estimated current market value of $8 million as against a total investment of $164,000.

But in any event the film company is expected to put up a fight for reversal of the decision before it is made final, and there was belief the fight would be carried into the courts if necessary.

If it stands, the decision leaves Paramount already in possession of its full quota of television stations. FCC's multiple-ownership rules forbid ownership of more than five TV outlets by persons or firms under common control. Through two acknowledged subsidiaries — Paramount Television Productions and Balaban & Katz Corp.—the film company owns KTLA Los Angeles and WBKB Chicago, respectively. DuMont owns WABD New York, WTTG Washington, and WDTV Pittsburgh.

The decision, adopted as written by FCC Examiner Jack P. Blume, offered the Commission's first definitive study of "control" where overlapping signals are not a major consideration.

It held that Paramount, as owner of all of the Class B stock of DuMont, can exercise a veto power which "alone is sufficient to constitute control within the meaning" of the Commission's multiple-ownership rules. More than that, the decision continued, the "pattern of operations" gives Paramount "a large measure of control" over financial affairs, and its position as second largest Class A stockholder (2.9%) "supplements the control it possesses as owner of all of the Class B stock."

Dismissal of the pending TV ap-

(Continued on page 58)

PACT

(See AFM story page 21)

GREEN LIGHT for the AFM-recording company trust and labor agreements was announced by Labor Secretary Maurice Tobin. It was accompanied by a letter supporting the opinion from Attorney General Tom Clark.

Approval of both proposed trust and labor agreements as being within the letter of the Taft-Hartley Act, was announced last Monday evening. The Justice Dept. had indicated earlier, through Solicitor Gen. Philip Perlman (then Acting Attorney General), it made no practice of issuing rulings to businessmen on legality of their contracts but only to the President and government agencies.

Atty. Gen. Tom Clark delivered his supporting opinion in reply to a memorandum from Labor Secretary Maurice Tobin, who had requested a written expression of "such views you may wish to express in this matter."

Sees Good Faith

The Attorney General wrote: "I think we are entitled to assume that these agreements will be carried out in good faith, according to their terms. On that assumption, and on the basis of the careful consideration which has been given to the matter in this Department (Justice) as well as in the Dept. of Labor, I am prepared to express my agreement with the conclusion reached by your solicitor (William S. Tyson). . . ." *(See text of Tyson memorandum to Sec. Tobin on page 64)*

Primary attention in consideration of the agreement focused on that part of Sec. 302 of the Labor-Management Relations (Taft-Hartley) Act of 1947 which prohibits payments to a "representative" of employes of the recording companies. According to Mr. Tyson, Congress had unions or union agents in mind when using the term "representative."

Interpretation of Sec. 302

Aside from the limited meaning, it was apparent that, under the trust agreement, there could be no question but that the trustee is not a representative of employes, the solicitor found. The trust agreement specifically states that the trustee shall not represent labor, or unions or employes, and also would require the trustee to refrain at all times from representing employes in carrying out the trust agreement, it was pointed out.

Under the Taft-Hartley Act, Subsection 302 (a) prohibits any employer, under threat of criminal penalties, to make any payments of money to any "representative of his employes." Subsection 302 (b) renders it a similar offense for a "representative of any employes" to receive any money from the employer.

Does Not Conflict

Mr. Tyson had concluded: "If the trustee should in fact become a representative of employes by his own actions, it would, of course, be a breach of the trust agreement. . . . Under all circumstances it is my opinion that (it) does not conflict with the Labor-Management Relations Act, 1947."

The Labor solicitor added he had been informed that the recording companies had already indicated their collective choice of a trustee, "who from the information available appears to be an individual unaffiliated with the federation capable of discharging his duties impartially and effectively."

The plan, submitted to the Justice Dept. last month, did not identify Mr. Rosenbaum as trustee *(see sketch on Mr. Rosenbaum)* but dealt only with principles of the proposed agreement. Mr. Tobin, however, had been apprised of the selection of Mr. Rosenbaum and had indicated beforehand that endorsement hinged strongly on a prudent choice, it was understood.

Originally manufacturers and the union had agreed on selection of an individual as an alternative to appointment of an organization, tentatively the Guaranty Trust Co., as trustee and administrator of the fund [BROADCASTING, Nov. 15].

Channeling of the AFM Welfare Fund Plan by the Justice Dept. the Labor Dept. originally for decision was deemed advisable in view of the former's reluctance to on its legality in lieu of poss

(Continued on page 64)

Rosenbaum Comment

AFTER the U. S. Dept. of Labor and Atty. Gen. Clark gave their governmental blessing to the Trust and Labor Agreements proposed by the AFM and record companies, Samuel R. Rosenbaum, newly chosen trustee and administrator of the union's welfare fund, issued the following statement:

My views on this subject are, by this time, pretty well known. For a long time, and while I was still in the radio industry, I have believed and said that, in the long view, it is in the best interest of the mechanical musical industries to do something to counteract technological unemployment caused by their processes. To do so is not a mere private W. P. A. It also helps to encourage a future supply of live talent without which our methods of reproduction are helpless.

In 1938 the radio industry adopted a voluntary Plan of Settlement to help in this direction. Now the recording publishers are offering their contribution. No doubt other segments of the commercial musical industries will eventually join in a more equitable solution. It is obviously unfair for the recorders alone to carry the burden.

While I myself would have preferred other means of producing the funds needed, I am glad to accept this assignment. It offers a chance to do something creative for music as well as to help musicians.

Government Approves Music Deal

In This Issue . . .

Music Peace .....
Paramount Controls DuMont .....
Government Approves Music Deal .....
Hope Seeks WHAS .....
CBS-NBC Talent Bout .....
'Junior Joske Plan' .....
WNBW-WNBT Video Synchronization .....
Inaugural Coverage Plan Details .....
NAB Contest Winners Announced .....
BMB Listener Statistics .....
Sterling on TV .....
Radio Act Revision Seen .....
FM Promotion .....
Weather Fax .....
Labor Radio Budget .....
Georgia, Alabama News Clinics .....
Radiovoter .....

ROSENBAUM

Welfare Fund Administrator Well-Qualif

THE MAN whom record manufacturers and the American Federation of Musicians have chosen as impartial trustee and administrator of the union's $2 billion royalty welfare fund has a solid radio background and is well known to both recorders and musicians.

Samuel Rawlins Rosenbaum, once president of WFIL Philadelphia, during the war commanding officer of Radio Luxembourg and presently a practicing attorney and vice-president and director of the Philadelphia Orchestra Assn., brings to his new post many years of wisdom and experience in public service.

The new $25,000 a year trustee would seem to enjoy the confide and esteem of both parties to newly government-endorsed t and labor agreements, as wel the Labor Dept. itself.

The administrator of the t teeship will become one of biggest dispensers of instrum tal music.

Conversant with musicia music users and the radio indus he thinks in terms of the "econo and human problem." Mr. Ro baum has staunchly advocated a basic working formula a r justment of music royalties, Congress conferring a perform copyright, such as exists for com position and performance.

". . .It is the jukebox ra than radio which is the w offender," Mr. Rosenbaum w BROADCASTING last year. "R does give substantial employm the jukebox gives none. . .R alone could make its peace the musicians, and continue thrive mightily. But since l lation like Taft-Hartley, radi now only part of the commer music problem. . ."

The trustee is in the comma ing position of having viewed analyzed the record problem diversified angles. As chair of the Independent Radio Net Affiliates from 1937-1947 he among those directly instrume in remoulding NAB. He se similarly on NAB's Labor R tions Committee.

Mr. Rosenbaum entered radi 1934 when WLIT Philadel owned by Lit Bros. (of which was director), was consoli with WFI to become WFIL. pointed president in 1936, he

(Continued on page 59)

Drawn for BROADCASTING by Sid Hix

"Dear Santa Claus, I like Christmas because . . ."

HOPE FOR WHAS

Actor Makes Bid

OB HOPE, NBC comedian and ovie star, filed a deadline applica- on last Monday at FCC to match o pending bids for $1,925,000 rchase of WHAS-AM-FM-TV uisville, Ky., radio properties of *urier Journal* and *Times* there.

He would switch the WHAS filiation from CBS to ABC, the plication disclosed.

Mr. Hope, filing under the cor- rate name of Hope Productions c., under FCC's AVCO rule pro- sed to match offers of Crosley oadcasting Corp. and The Fort dustry Co. Crosley, owned by VCO Mfg. Corp. and licensee of LW Cincinnati and other radio tlets, had filed the original bid o months ago [BROADCASTING, pt. 27]. Fort Industry, also a ultiple-station operator, filed a rtnight ago [BROADCASTING, Dec.]. A comparative hearing upon e three requests almost certain- will be called.

Hope Productions Inc., newly rmed corporation of which Mr. pe is sole owner and president, ndered its application through e Washington law firm of Cohn Marks. The application said that pplicant will make available to al Louisville residents or organ- ations a stock interest in the rporation, but control will be tained by Mr. Hope." The come- an listed his net worth in excess $2,000,000.

Potential 'Partner'

The U. of Louisville was reported officially as a potential "partner" the radio star in his bid for the ation, although spokesmen for the pe interests said no commit- nts had been made and the airman of the university trustees, Verser Conner, said he was not are of any.

Rogers Morton, president of Bal- rd & Ballard Co. and a trustee of e school, said he was acquainted th a Chicago representative of e Hope interests and that "we are trying now to work something out for the university." He said the school, a pioneer in education by radio, had been offered a number of shares but that the basis on which they would be acquired had not been worked out.

Mr. Hope was quoted in the Louisville *Courier-Journal*, associated in ownership with WHAS, as saying he had heard the university was "very interested in getting a piece" of the station if he acquires it. He said he had not been approached directly, however.

To the application form's question about proposed network affiliation, Hope Productions listed, without elaboration, ABC. But ABC is known to have been highly interested in securing the station's affiliation, and at one point was reported to be seeking the support of potential local purchasers who would be sympathetic to a move from CBS to ABC.

The station is a 50 kw 1-A clear-channel outlet on 840 kc. WHAS-TV, which has not yet commenced operation, is assigned Channel 9 (186-192 mc).

The Hope application presented only bare essentials regarding corporate set-up, proposed program plans and other details. It was stated that all of these matters would be presented fully to the Commission in the comparative hearing expected to be ordered.

The application did report that the present WHAS staff organization would be retained and that overall about 98 persons would be employed in the combined AM-FM-TV operation. This would include 52 persons in the program department, 10 in administrative capacities, 30 technicians and 6 in sales department.

"The applicant is keenly aware of the responsibilities of a broadcast station in presenting programs designed to serve the public interest," the application said. It continued, "At the same time the applicant has a keen realization of the importance of broadcasting in providing entertainment programs of the finest character."

TV Factor

"With the advent of television broadcasting," it stated, "the applicant recognizes a keen responsibility for providing programs which will maintain the highest standards which Station WHAS has set forth in its past operations. The experience of Bob Hope in the entertainment field will be invaluable in counselling the applicant corporation on the manner in which television productions will be carried out."

The Hope request promised that "every effort will be made to provide a well-rounded service of diversified program material." Network programs would be carried and particular emphasis would be placed upon local programs with "opportunities for local talent."

The application was filed last Monday. Deadline under the AVCO open-bidding procedure was the preceding Saturday; but under FCC rules the deadline is extended to the following Monday when it falls on Saturday or Sunday.

AFM FACTION

Protests N. Y. Election

FORMAL protest was made Thursday evening by the defeated faction in the recent election of New York Local 802 of American Federation of Musicians.

The protest was filed by the union's "unity-coalition" party with the Honest Ballot Assn., which conducted the election. Basis of the protest is that many of the voting machines used in the recent balloting, when the incumbent administration was returned to office by a narrow margin, did not accurately reflect the voting.

According to Al Manuti, executive board member, who was defeated by 89 votes for the presidency by Richard McCann, a new election will result in a victory of his party over the "blue ticket."

'VOICE' DISCS

Shipments Abroad Renewed

"VOICE of America" has reinstated its shipment of special musical discs to foreign countries after a year's discontinuance, according to the State Dept.'s International Broadcasting Division.

The 15-minute package programs, comprising music of all types, are being shipped once a month and are designed for relay by the German civilian-operated station in Berlin to people in the Soviet-occupied zone. They are exclusive of the regular "Voice" program schedule, which is normally relayed by the American Forces Network.

First shipment of 39 sets, numbering some 4,913 records, went out last month to 79 destinations. IBD currently is preparing December's shipment.

WAVE BEATS

Claim Three on WHAS Sale

AVE Louisville claimed three cessive "scoops" on three sucsive developments in the pend- sale of WHAS Louisville (see ry above) by the *Courier-Jour-* and *Louisville Times*.

WAVE said:

1. On Sept. 24 it carried the news at negotiations for sale to Cros- Broadcasting Corp. were al- st completed, five hours before story was carried by WHAS.
2. On Dec. 10 WAVE carried the ws of Fort Industry Co.'s com- ting bid a half-hour before HAS did.
3. On Dec. 13 WAVE carried the ry of Bob Hope's competing bid half-hour before WHAS, and entioned the possible Hope-U. of uisville tie-up five hours before HAS did.

CBS-NBC BOUT

No New Switches

THE CBS-NBC tug-of-war for comedy talent last week settled down to a long pull, with neither side losing nor gaining ground, according to the best reports.

The greatest interest was centered upon the CBS overture to the Phil Harris-Alice Faye show, a proposal which sent Ben Duffy, president of BBDO, scurrying to Hollywood for conferences with his client and the program's sponsor, Rexall Drug Co.

It was indicated that the drug firm was exhibiting some hesitancy in changing networks and time. The program, now heard on NBC Sundays 7:30-8 p. m., would be heard on CBS Sundays at 8-8:30 p. m., if the CBS invitation were accepted.

An additional problem confronting Mr. Duffy was the rescheduling of the *Sam Spade* program for Wildroot, another BBDO client, in the event Rexall and Mr. and Mrs. Harris agreed to go to CBS. *Sam Spade* now occupies the Sunday time into which CBS would like to put the Harris-Faye program.

At week's end there was no resolution of the Rexall-Wildroot proposed shift.

Rexall Drug's contract with NBC for the Harris-Faye show runs through the broadcast of Feb. 20. Since CBS hopes to transfer the show to its network on Jan. 2 (the date of the first performance on CBS of Jack Benny), it was understood that CBS had offered to use a recorded rebroadcast of the program in the Jan. 2-Feb. 20 period. If it occurred, that development would be unique in network history.

CBS overtures to at least two other NBC shows, *Fibber McGee & Molly* and *Red Skelton*, were still in the discussion stage [BROADCASTING, Dec. 13].

Meanwhile, NBC announced it would move Fred Allen from his Sunday 8:30-9 p.m. period to Sunday 8-8:30 p.m. spot which will be vacated by Edgar Bergen, who announced a fortnight ago he would quit radio after his Dec. 26 broadcast. Mr. Allen is sponsored by Ford Dealers through J. Walter Thompson Co.

That still left NBC with the 8:30-9 p.m. Sunday period to fill.

A second NBC star, Al Jolson, who is sponsored by Kraft through J. Walter Thompson, Thursdays, 9-9:30 p.m., told an AP reporter he, too, contemplated quitting radio.

Mr. Jolson, remarking that "Bergen is right," thought he might retire after his present season. He qualified his statements, however, by saying he would continue if his broadcasts could be tape recorded.

Agency sources in New York were inclined to minimize Mr. Jolson's inclination toward retirement.

Mr. Jolson was the third leading radio figure to announce intentions of retiring. Mr. Allen [BROADCASTING, Dec. 13] has spoken of quitting after completing this season. To date only Mr. Bergen has issued definite word of quitting.

'JUNIOR JOSKE PLAN'

Retailer Recounts Experien

By W. FRANK WELCH and
WILFRED P. PHANEUF JR.
Ouellette's Department Store
Portsmouth, N. H.

Business of Broadcasting

One of a Series

THE END of the war brought abrupt changes in retail sales in Portsmouth, N. H. The Portsmouth Navy Yard payroll figures dropped way below the wartime peak. Hard goods took more of the consumer's dollar.

Having purchased one of Portsmouth's larger apparel stores near the end of the war, we realized it was time to study our new problems and to lay definite plans to keep our volume from falling far below the level at the time of purchase. Included in our analysis was close scrutiny of our advertising program. When we took over from the former owner, we continued to follow his advertising plan which was fairly heavy in the local newspaper with a modest radio schedule.

For the past seven years our store had sponsored one ten-minute program each morning at 10 o'clock. We were not convinced that this had been effective and did consider putting our entire budget into printed media.

At this point, we called in the local radio station (WHEB Portsmouth) and explained our predicament and asked for their help. The station promptly offered to assist in any way they could and pointed out that if they were to be of real help they must have our full cooperation in setting on a logical radio campaign.

Explains Program

Many hours were spent explaining our merchandising program to the station and when this was completed the station made no suggestions, but did say they would analyze our problems and would then offer their advice. During the discussion of our merchandising plan, it was brought out that there were four distinct groups to whom our merchandise would appeal. In rating their importance (based on dollar inventory) the working girl was our best customer. The homemaker, teenagers and children, were rated in that order.

The station pointed out that probably one of the reasons we had been unable to evaluate our present radio campaign was because it was aimed at only one of our four buying groups. The entire radio budget of the preceding years had been spent appealing to only the homemaker. The working girl, teenagers and the children naturally could not listen at 10 o'clock in the morning.

The station then explained the radio plan used by Joske's of San Antonio, Tex. We immediately saw the merits of the "Joske Plan," but doubted its practicability for a store the size of ours in a city of less than 20,000. It was explained that our problem was similar to Joske's, and if the basic idea of beaming our programs at specific groups was sound, it would be modified to fit our needs and budget.

The idea of radio reaching into *all* adjacent communities through one station appealed to us since this could not be accomplished with less than eight newspapers.

We naturally were hesitant to approve any plan which meant a substantial increase in our advertising budget. Despite our original intention of reducing costs we agreed to listen to WHEB's plan. We believed that drastic action was needed and if a plan could be worked out perhaps it would turn the tide in our favor.

Plan Is Presented

Several days passed before that station said they had a plan for us. The company officials were invited to the station for the presentation. Each of us was given a concise copy of what the station called "The Junior Joske Plan." They suggested four quarter hours daily, each appealing to our four respective customer groups.

They suggested that we sponsor a 7:45 a.m. program aimed at the school children. The time selected, they said, was the right time for most youngsters to arise and they felt this would help mothers overcome one of the early morning problems of getting their children up in sufficient time for school. The program would include news of school activities, constant reminders of the need to hurry along so as not to be late for school, snappy wake-up music and safety hints. The title of this program was the *School Bell*.

To appeal to the "homemaker group" the station offered a program called *Memory Lane* at 10 each morning. The station pointed out that this time was not too competitive with the network programs and the program would present "Bill Elliot, mature baritone, appealing to a fairly wide age group with music from the '20's, '30's and '40's."

Teen-Age Show

Each afternoon at 4.30 we were to bring a show aimed at the teenager, the title suggested was *Junior Disc Jockey*, and the format included interviews with high school students who became "Junior Disc Jockeys" for the day; they selected their own music and introduced each selection.

One of the most important programs was the 6:30 *Dinner Date* program which was patterned pretty much after the network supper club shows.

The cost of these programs about seven times the current pendituree, but we admitted drastic advertising plans were essary. We pointed out if this plan should fail it probably mean the end of radio advertising for our st but if this plan could pro sales, then we believed that it worth continuing.

'Drastic' Plan

The station said that they ized that their suggestion pretty drastic, and that they taking a gamble encouraging a radical change in our st

AT FIRST reluctant to increas radio budget to boost its sag sales volume, Ouellette's Depart Store, Portsmouth, N. H., went radio heavily and with excellen sults. The store has just signed third renewal of contract with WH WFMI (FM) Portsmouth-Dover four quarter-hours daily directed four different customer groups. radio campaign is modeled after used by Joske's, San Antonio.

advertising plans, and expre that they were confident in result this program would b They also pointed out that s our operations needed a subs tial increase in volume, it w take a substantial advertising to do it.

Worth a Try

After several more meetings it was finally agreed that the was worth a try. Our orig commitment was for thir weeks only, with the understa ing that at the end of that we would weigh the results, then determine whether we sh renew or not. The station than lived up to its promise promotional tie-in by instal radios in each department of store. This was aimed at ma the store personnel more cons of what was being advertise the air. Price headers were throughout the store on radio vertising merchandise and displays were set up promo the four shows. Six months passed since the "Junior J Plan" was inaugurated, whic itself indicates that the radio grams reflected substantially our sales figures.

OUELLETTE'S manager, Mr. Phaneuf (seated right), renews "Junior Plan" on WHEB-WFMI (FM) Portsmouth-Dover, N. H. Seated beside is New Hampshire's Governor Charles M. Dale, WHEB-WFMI owner. row (l to r): Keith S. Field, promotion manager of stations; W. Frank W Ouellette's president, and Wilfred Phaneuf Sr.

WNBW-WNBT

Synchronization Plan Hailed

RST practical use of a newly eloped method of extending evision coverage by reducing in- ference between stations on the e channel is now in operation ween two NBC stations, WNBW shington and WNBT New York. Announcement of the method s made by Brig. Gen. David rnoff, chairman of the board of A. It was hailed by RCA engi- rs as a system which will per- the number of video stations templated by the FCC originally perate as planned, despite the erference factors which upset plans and became one of the culties which led to the FCC eze on TV allocations.

Operating Since Dec. 11

Known as "television carrier chronization," the new method been in regular operation since c. 11, employing facilities at A Labs, Princeton, N. J. Gen. rnoff pointed out that introduc- n of the service permitted inter- ence-free service to thousands additional viewing families in "fringe" of the two stations.

He added: "Use of synchroniza- n permits a closer spacing of evision stations on the same nnel than is possible without method of reducing interfer- e between stations."

RCA engineers stressed, how- r, that they did not consider it irable for stations using the e channel to be less than 150 les apart. Synchronization does ke it possible for stations that se together to telecast on the e channel without interference, ich was the original hope of the C.

It was pointed out too that a similar system could be established to synchronize any two or more television stations operating on the same assigned channel. Although the equipment is not yet in production, engineers estimated it would cost no more than $5,000.

Announcement by Gen. Sarnoff followed less than two weeks after an engineering conference in Washington by the FCC to review the problem of tropospheric interference, as the co-channel disturbance is called.

At that time, RCA and NBC reported experiments on synchronization and recommended its use. FCC Chairman Wayne Coy has been notified of initiation of the service.

The interference, which occurs for the most part in fringe areas of television coverage, shows up on TV screens as moving horizontal black bars. This is described as a "Venetian blind" effect.

The interference is due to characteristics of the troposphere or upper air masses, which cause television signals to be refracted over long distances with signals from several transmitting stations being received simultaneously in certain localities. The extent of interference depends on the strength of the interfering signal and the difference in carrier frequencies of the stations involved.

Kell Ideal

Ray D. Kell, head of the television section of RCA Labs, conceived the idea of synchronizing the carrier frequencies to reduce the cross-bar interference. As the difference in carrier frequencies is reduced, the number of interference bars diminishes. When there is no difference in frequencies, there are no bars.

The equipment consists of two units. The first is at RCA Labs in Princeton; the second at WNBT. When the system is in operation, signals from New York and Washington stations are compared electronically at the output of the two radio receivers located at Princeton.

Information regarding frequency differences of the two distant transmitters is carried as frequency modulation of a 1,000-cycle tone by telephone line to New York. The frequency shift of this tone is utilized to change the frequency of the New York transmitter to maintain it on exactly the same frequency as the Washington transmitter. The operation of the system is entirely automatic and is said to require little or no attention.

Trammell Lauds Advance

Niles Trammell, president of NBC, commented on the operation: "Another great engineering advancement in television broadcasting has been achieved by the RCA Labs Division of the Radio Corp. of America, and we at the National Broadcasting Co. are proud indeed to have had the opportunity to put it into operation immediately."

FEDERAL PAY

Commission Boost Backed

PROPOSED salary increases for top government executives, including FCC members, were given the weight of Presidential support last week.

Speaking for President Truman during hearings on the Flanders-O'Connor-Baldwin bill, which would boost the commissioners' pay from $10,000 a year to $16,500 [BROADCASTING, Nov. 15], Budget Director James E. Webb said the President suggested an even more liberal scale of salary increases for high-level federal appointees. Under this scale, FCC commissioners would get $17,500.

The committee hopes to have its bill, providing increases for 218 appointed officials, ready for Congressional action before Jan. 20.

The measure also got support from former President Herbert Hoover, now heading the Hoover Commission on reorganization of the government, and from others who stressed the need for higher pay to attract and hold high-calibre executives.

MBS PRESIDENT Edgar Kobak (r) greets J. E. (Ted) Campeau, CKLW Windsor-Detroit president and general manager, at party CKLW gave recently in New York. CKLW is preparing to increase power to 50 kw early in 1949.

CAMPBELL CO.

Hoagland to Direct Radio

JOHN HOAGLAND, radio director of Robert W. Orr & Assoc., New York, joins Campbell Soup Co., Camden, N. J., as supervisor of radio programs in the company's advertising department, effective Jan. 3. Mr. Hoagland has been with the Orr agency since 1945 and prior to that was with NBC and ABC.

Mr. Hoagland

During the war he was awarded the Distinguished Flying Cross and an Air Medal with eight clusters. He was also made a member of the British Desert Air Force Late Arrival Club, composed of men shot down behind enemy lines but who managed to return to their bases.

In his new duties, Mr. Hoagland will be associated with Campbell Soup Co.'s *Club 15*, *Edward R. Murrow and The News*, Walter O'Keefe's *Double or Nothing* and a number of spot campaigns.

No replacement has been named at the Orr agency as yet.

NNOCK TEA

Honors Commission Women

IEDA B. HENNOCK, first man FCC commissioner, was stess Dec. 15 at a reception and honoring the commissioners' ves, Mrs. Wayne Coy, Mrs. Ed- rd M. Webster, Mrs. Rosel H. de, Mrs. Robert F. Jones, Mrs. orge E. Sterling and Mrs. Paul Walker [BROADCASTING, Dec.

Other guests included all women ployes who have been with the C 10 years or longer, wives of mbers of the Cabinet, of the preme Court, of other govern- nt officials, of members of Con- ss from Indiana, home state of C Chairman Wayne Coy, and commissioners.

Entertainment included a mind- der, Miss Washington of 1948 o sang, and the 32-voice Chesa- ke & Potomac Telephone Co. oir. Paul A. Porter, former FCC airman, served as master of emonies. The reception was held the Raleigh Room of the Ra- gh Hotel, 5 to 7 p. m.

ATTENDING the reception and tea given by FCC Comr. Frieda B. Hennock, for the wives of fellow FCC members and other radio women were (l to r) Mrs. Paul A. Walker and Comr. Walker and Mrs. Wayne Coy and FCC Chairman Coy.

COMR. HENNOCK is shown with former FCC chairman, Paul A. Porter, now with the law firm of Arnold, Fortas & Porter, who acted as m.c. of the entertainment presented during Miss Hennock's tea.

INAUGURAL

Coverage Plans Furthered

THE FIRST major on-the-spot news telecast from Washington to midwestern audiences will be made Jan. 20 when President Truman begins his second White House term. Stations of the four eastern and midwestern video networks, to be linked by coaxial cable Jan. 12, will receive a pooled telecast of the proceedings.

Adolph Schneider, NBC-TV news and special events director, is in charge of the pool committee and will be assisted by Michael Roshkind, ABC manager of special events; James Caddigan, DuMont director of programming, and Robert Bendick, CBS assistant news and special events director.

A committee to coordinate the engineering operations of the pool has been set up under Mr. Schneider with Rodney Chipp, DuMont engineering director, as chairman.

Working with Mr. Chipp are George Milne, ABC director of technical operations; Paul Wittlig, manager of technical operations for CBS, and Ferdinand Wankle, NBC Eastern Division engineer.

Participating networks in the television pool, having drawn assignments from a hat, will station their men at various locations throughout the capital to view the parade and other proceedings. ABC cameras will cover the Esso Bldg. and Lafayette Park; DuMont is assigned to the Treasury Dept.; CBS will be posted at the Post Office Bldg., while NBC cameras will be stationed at the Capitol steps.

In addition NBC is planning to telecast events from an airplane, conditions permitting. WPIX New York, while not moving equipment to Washington, will contribute personnel to the pool, and Telepix syndicated newsreels will record the events for showing on client TV stations across the country.

AM Independent

The four aural radio networks covering the new year's first and probably biggest special event, will operate independently.

According to William F. Brooks, NBC vice president in charge of news and international relations, a staff of 250 will be involved in that network's combined video and radio coverage, including commentators, announcers, cameramen, rewrite men, engineers, reporters, directors and electricians. The network's AM and TV coverage will start at 11:30 a.m., with the Inaugural ceremony on the Capitol steps, followed by the President's address.

Ben Grauer and John Cameron Swayze, NBC commentators, will describe the scene for the television audience. Robert Trout will head a battery of NBC aural radio commentators, including Morgan Beatty, H. V. Kaltenborn, Richard Harkness and others.

Other NBC reporters will be stationed at Blair House, the Capitol dome, Capitol grounds and Washington Monument, outlining highlights of the parade, which is expected to last five hours. Two mobile units and a blimp are also included in the NBC radio coverage plans.

ABC's activities will be headed by Thomas Velotta, the network's vice president in charge of news and special events. ABC's complete staff of 20 commentators will be on hand, headed by Elmer Davis of the Washington bureau, and Ted Malone from New York. Bryson Rash, Presidential announcer; Martin Agronsky, Jack Bell, John Edwards, Baukhage, George Hicks and Jack Fraser will be stationed at various vantage points throughout the city.

As many as 16 locations will be covered by ABC including, along with NBC, the top of the Washington Monument and the Capitol dome. ABC headquarters will be in a booth beneath the Capitol steps, from which all operations, under management of Mr. Roshkind, will be coordinated.

CBS Plans

Davidson Taylor, CBS vice president and director of public affairs, and Wells (Ted) Church, will supervise Columbia's radio pick-ups, which will originate from points along the route, including Blair House, the Treasury, and the reviewing stands. Commentators describing the highlights will be headed by Edward R. Murrow, Joseph Daly and Charles Collingwood. Tentative plans include the use of a helicopter. Edmund Chester, news and special events director, and Robert Bendick, assistant, will head the CBS video pool participation.

A. A. Schechter, Mutual vice president of news and special events, assisted by Hollis Seavey and Arthur Feldman, of the MBS Washington bureau, will coordinate the network's comprehensive radio coverage.

Special engineering crews from New York and Baltimore will go to Washington to assist crews on the scene, and several jeeps carrying mobile units will be used in addition to regular broadcast crews at Mutual vantage points. MBS commentators, including Fulton Lewis jr., Bill Hillman, Henry La Cossitt, Cedric Foster and Bob Slater, will cover such locations as the Senate chambers, roof of the Apex bldg., the Senate Office building and the marquees of the Raleigh and Washington hotels.

Mutual's coverage actually will commence with reporting the armory party on the evening of Jan. 19, with Inaugural day pick-up starting at 11:30 a.m. when the President leaves his home for the Capitol.

The appointment of Samuel Youngheart, executive vice president of Warwick & Legler, New York, to head the national advertising participation committee for the Inaugural has been announced by Melvin D. Hildreth, general chairman of the Inaugural committee.

Agencies Aid Asked

Mr. Youngheart's committee will solicit the aid of advertising agencies and advertisers in the dissemination of information concerning the history, traditions and significance of the Presidential Inauguration.

Lester M. Malitz, vice president of Warwick & Legler, and Donald Gibbs, head of the creative department of that agency, have been appointed vice chairmen of the committee to assist Mr. Youngheart.

Representatives of the four TV networks involved — NBC, CBS, ABC and DuMont — met Thursday in Washington with officials of AT&T and Chesapeake & Potomac local telephone company, to discuss programming aspects and iron out minor details. Plans for the Inaugural committee have not completely crystalized as yet and probably won't until a week or so before Inauguration Day.

About 16 representatives attended the meeting, held at WTTG (TV), DuMont's Washington outlet, and later examined camera vantage points in the District preparatory to formulating minute programming details. No central channeling point has been selected as yet, but the local telephone company headquarters may be chosen, it was learned. Telecasts will be funneled by a program coordinator.

NAB CONTEST

State Finalists Chosen for 'Voice' Awards

STATE winners in the second "Voice of Democracy" contest were announced Friday by NAB. The winners will compete for four nationwide $500 scholarships. NAB, Radio Manufacturers Assn. and U. S. Junior Chamber of Commerce, jointly sponsor the contest.

Judging will get under way soon, with the national judges selecting final winners from transcriptions supplied by the successful state contestants. District of Columbia and Alaska winners are participating.

As was the case last year boys outnumber girls in the national competition but the four 1947 winners were girls.

Over 250,000 10th - 11th - 12th grade high school students took part in the competition, which started during National Radio Week when competitors listened to four model broadcasts by noted radio personalities. Elimination contests were held in individual schools, with Junior Chamber judging groups selecting community and state winners. The first contest in 1947 drew 20,000 entries.

Some 15,000 winners took part in Philadelphia alone, the state closing with a dinner held Thursday night in Philadelphia. Gov. Duff, of Pennsylvania, presented the state award.

No Judging Date Yet

Date of final judging has not been announced. Winning transcriptions were arriving last week at NAB headquarters. From this group the judges will select the four national winners.

Local junior chambers handled the contest details on the state and local level, with radio dealers contributing prizes and stations preparing the transcriptions for state and national judgings.

Members of the national board of judges are Margaret Culkin Banning, novelist; Tom C. Clark, U. S. Attorney General; Dr. Harry Emerson Fosdick, pastor emeritus of Riverside Church, New York; Mrs. Oveta Culp Hobby, KPRC Houston; Eric Johnston, president, Motion Picture Producers Assn.; Frances Perkins, Civil Service Commissioner; Glenn E. Snow, Dixie Junior College, St. George, Utah, retiring president of the National Education Assn.; James Stewart, actor.

The contest was officially endorsed by the U. S. Office of Education.

State winners were:

Alabama, Mary Ann Watson, Lafayette; Alaska, winner's name to be announced later; Arizona, winner's name to be announced later; Arkansas, Norma Jean Turnage, DeQueen; California, Joanne White, San Diego; Colorado, Carolyn DeGood, Loveland; Connecticut, Elaine Nagle, Waterbury; Delaware, Janice Sabotta, Wilmington; District of Columbia, Nancy Ann Born; Florida, Randy Whitney, Lakeland; Georgia, winner's name to be announced later; Idaho, Robert Rash, Pocatello; Illinois, Norman Bailey, Evanston; Indiana, Arthur Flickenger, Kendallville; Iowa, George Webster, Muscatine; Kansas, George Morgan Jr., Hutchinson; Kentucky, Bill Wintersole, Newport; Louisiana, Elizabeth Breaux, New Iberia; Maine, Denise Paquet, Biddeford; Maryland, Nancy Eaton, Westernport; Massachusetts, Daniel Deykin, Great Barrington; Michigan, Neil Jackson, Redford; Minnesota, Kerron Johnson, St. Paul; Mississippi, winner's name to be announced later; Missouri, Ronald Rebholz, St. Louis; Montana, Phyllis Clark, Havre; Nebraska, Joan Krueger, Norfolk; Nevada, winner's name to be announced later; New Hampshire, Gertrude Penrod, Merrimac; New Jersey, Barbara Lettan, Spotswood; New Mexico, Robert Hernandez, Albuquerque; New York, Harry Warr, Penn Yan; North Carolina, Charles Kuralt, Charlotte; North Dakota, John Reilly, Grand Forks; Ohio, Richard Caves, Everett; Oklahoma, Bob Smith, McAlester; Oregon, Edward French, Eugene; Pennsylvania, Janice Smith, Pittsburg; Rhode Island, Rita Bissonette, Woonsocket; South Carolina, Robert Crutchfield, Orangeburg; South Dakota, Sylvia Bacon, Watertown; Tennessee, Max Notowitz, Memphis; Texas, Bill Cassin, San Antonio; Utah, winner's name to be announced later; Vermont, Betty Stabb, Montpelier; Virginia, Theodore Boyce, Norfolk; Washington, Virgil Johnson, Davenport; West Virginia, Richard Reeves, Wheeling; Wisconsin, John Leinfelder, LaCrosse; Wyoming, Carl Ginet, Casper.

BMB

Listener Statistics Given; 774 Members

F THE COUNTRY'S 39,950,000 milies on Jan. 1, 1948, 94.2% or ,623,000 families had 61,935,500 me radio receivers in working der, according to a BMB report ued last week. In addition, there re 5,177,100 sets not in working der, the report footnotes.

Multiple-set families accounted r 40.9% of the total radio homes, 376,100 families with two or re sets. Of these, 10,532,700 milies (28%) had two sets; 43,400 (12.9%) had three or re. There were 1,722,300 fam- es owning 1,791,500 portable sets d 9,416,300 families owning 037,900 auto radios—a grand al of 73,782,900 sets of all kinds usable condition as of the first the year.

Median daily listening was 5 urs, 53 minutes, BMB found: hour, 48 minutes in the morning; hour, 53 minutes in the after- on; 3 hours, 6 minutes in the ening. Amount of family listen- g tended to increase by family e, the daily medians being 4 urs, 35 minutes for families with e or two members; 6 hours, 16 inutes for three and four-mem- r families, and 6 hours, 55 min- es for families with five or more ople.

Listening also varies somewhat ith economic status, BMB reports, giving the median daily listening time as 6 hours, 2 minutes for upper income families; 6 hours, 4 minutes for middle income families, and 5 hours, 23 minutes for the lowest income group.

The upper level families listen most in the morning: 1 hour, 54 minutes, compared to 1 hour, 46 minutes for the middle and 1 hour, 44 minutes for the lower families. In the evening hours, the upper group listens 3 hours, 15 minutes, compared to 3 hours, 12 minutes for the middle group and 2 hours, 47 minutes for the lower.

The low income families listen most in the afternoons, 1 hour, 58 minutes, compared to 1 hour, 55 minutes for the medium income group and 1 hour, 45 minutes for the top income families.

Telephone subscribers listen more (daily median of 5 hours, 58 minutes) than non-phone families (5 hours, 42 minutes), while there is no difference between homes with and without electricity, each having a daily listening median of 5 hours, 53 minutes.

Breakdowns of the extent and type of radio ownership and daily listening by city-size, urban nonfarm and farm groups and by nine geographic regions are included in the 48-page report, which also has a page on the anticipated growth during 1948 (1,276,000 home sets had been bought by April 1; 2,621,700 families were planning to buy 2,646,400 during the remainder of the year) and a page on Canadian radio families (2,818,000, 89.9% of the country's total families). An insert revises certain regional figures in light of new census data.

Titled "Tale of a Train or . . . Who Owns Radios?" the booklet was prepared for BMB by O'Brien & Dorrance in the best picture-book style of factual material presentation, with amusing drawings and light, short copy on the left-hand pages balanced by tables on the right.

774 Subscribers

BMB, with 774 subscribers as of last Thursday, is more than three-quarters of the way toward the goal of 1,000 subscribers. That number was proposed by NAB as a total to be reached before the second nationwide survey of station and network listening is undertaken next March.

The total also represents a considerable advance over the 580 stations which had subscribed to BMB in December 1945, three months before the first cross-country survey. In fact, that survey had only 630 subscribers by March 1, 1946, and a total only slightly over 700 when the area reports came out that fall.

The present subscriber list includes four national networks, four regional networks, 626 AM stations, 127 FM stations and 13 TV stations. It represents an increase of 68 since July and of nine during December.

Also in line with NAB recommendations was the appointment of a six-man engineering advisory committee to aid the BMB research committee in giving proper consideration to engineering factors in connection with BMB audience measurements [BROADCASTING, Dec. 13, Nov. 29].

With Royal V. Howard, NAB director of engineering as chairman, the BMB engineering advisory committee also includes Neal McNaughten, NAB; William Duttera, NBC; Earl C. Johnson, MBS; William Lodge, CBS; Frank Marks, ABC.

January Meeting

Committee is expected to hold its first meeting in January. Its first task is to consider the relationship between nighttime signal and nighttime audience, so that it can help users of the BMB data to interpret nighttime audiences in terms of signal availability.

In a "final clearance sale" of the area report, network report and complete set of station audience reports for Study No. 1, made in March 1946, BMB has reduced the prices of these reports to one-third the original price.

The area report, listed at $35, is now $11.50. The network report is down from $25 to $8.25. The complete set of reprints of the reports of the more than 700 station subscribers to the first study, formerly costing $65, is now available for $21.50. Prices had previously been cut to half of the original figures.

EATTER PACT

Five-Year AM, TV Rights

N EXCLUSIVE five-year con- act covering radio and television rformances and guaranteeing e news commentator at least 00,000 a year as signed by abriel Heatter d MBS last eek.

Mr. Heatter

The $200,000 r year is a min- um guarantee, was learned, d Mr. Heatter nds to earn ore than that if s broadcasts e commercially successful.

Mr. Heatter is believed to be the st big-name radio performer to given a Mutual contract includ- g his services on television.

He is currently heard 9-9:15 p.m. onday through Friday under onsorship of Noxzema on Mon- y, Serutan on Tuesday and ursday, and Kreml on Wednes- y and Friday, and also in a co- eratively sponsored program onday through Friday 11:30- :45 a.m. on MBS.

According to an announcement om Edgar Kobak, MBS presi- nt, Mr. Heatter will be "the key rsonality" on "several Mutual twork television shows, still in e experimental stage."

CBS AFFILIATES

Sunday Block, TV Discussed

TELEVISION and the Sunday evening AM lineup were principal topics discussed at meeting of CBS affiliates from ten western states Dec. 13 and 14 in Hollywood [BROADCASTING, Dec. 13]. Twenty-nine representatives from 22 stations attended.

Video is "most fluid" and today's TV operation may be in discard within a comparatively short time, William B. Lodge, CBS vice president in charge of general engineering, told the group.

Mr. Lodge invited the affiliates representatives to attend the second annual CBS Television Clinic at the Waldorf-Astoria Hotel, New York, Jan. 21-23.

CBS executives were noncommittal in reply to questions concerning the remainder of the Sunday evening aural radio lineup. Plans were announced, however, to give full-scale promotion to the shift of Jack Benny from NBC to CBS.

STERLING

Signs 10-Year Contract For WABD Series

STERLING Drug Inc., New York, on Dec. 14 began sponsorship of *Okay Mother* on WABD (TV) New York, Monday-Friday, 1-1:30 p.m. A ten-year contract, it is said to be one of the largest so far signed for any TV series.

Program advertises Bayer aspirin, Lyons toothpaste and Phillips milk of magnesia. Time was contracted for some weeks back [BROADCASTING, Nov. 15], but its start under sponsorship was delayed until the products were selected. Agency is Dancer-Fitzgerald-Sample, New York.

An audience participation program, *Okay Mother* features as m.c. Dennis James, noted as the man who made telecast wrestling one of the East Coast's most popular spectator sports. Guest authorities on child psychology and other aspects of family life make frequent appearances on the program.

A club, Mothers Inc., has enrolled almost 4,000 members since the first broadcast of the program, Nov. 1.

Pioneering in Daytime TV

In sponsoring *Okay Mother*, Sterling Drug is pioneering in daytime television in hopes of duplicating in this new medium the spectacular success it has had in the field of daytime sound broadcasting.

James Hill Jr., president of the drug company, said that the firm will continue in sound broadcasting "as long as its effectiveness continues," but he reported that Sterling's 1949 radio budget is being reduced by $1 million. This sum will be divided among television, newspaper and magazine advertising [BROADCASTING, Dec. 6].

"Faced with higher costs," Mr. Hill explained, "manufacturers and retailers alike require greater advertising effectiveness to push brand name products from the shelves across the counter to the ultimate consumer. Television promises to be a most important advertising force; if its development duplicates that of radio, Sterling will expect to sponsor many programs on a coast-to-coast basis when network television becomes available, just as we now sponsor no less than 10 national nighttime and daytime network radio programs.

"We believe, however, that Sterling can best serve the retailers as well as itself by keeping its advertising diversified by the continued use of newspapers and magazines, as well as air facilities. At one time virtually all of Sterling's advertising was concentrated in radio, but we do not expect again to place entire reliance on a single medium."

RADIO ACT REVISION?

Harness Group Plans

By ED KEYS

A COMPLETE OVERHAUL of the Communications Act and perpetuation of a Congressional probe of FCC will probably be the major recommendations to the 81st Congress of the House Select Committee to Investigate the FCC. Committee members will consider the report during an executive session Dec. 30.

The committee, rendered ineffective by the elections, abandoned its active investigation of the Commission during an executive session Dec. 3 [BROADCASTING, Dec. 13].

Rep. Forest A. Harness (R-Ind.), retiring chairman of the committee, gave a hint of the investigating body's temper last Wednesday. "I think it is absolutely necessary," he told BROADCASTING, "that we revise the entire Communications Act, in light of our experience and the experience of the Commission since the act's inception."

'Complete Overhaul'

Revisions, Congressman Harness felt, should take the form of "a complete overhaul."

The Hoosier legislator lent confirmation to reports [BROADCASTING, Nov. 22] that his committee would ask continuation of the Select Committee in an article appearing under his byline in the Dec. 16 issue of the *Public Utilities Fortnightly*.

"A continuation of the Congressional investigation of FCC," Congressman Harness wrote, "is the principal recommendation of the final report by the House Select Committee of the 80th Congress."

The final report will be considered at an executive session of the committee at 10:30 a.m. Dec. 30, Frank T. Bow, committee general counsel, disclosed last Wednesday.

Other sections of the report are expected to deal with the committee's hearings on the FCC's Port Huron decision on political broadcasts, the Scott case on atheists' right to equal radio time, its Blue Book, on programming, licensing practices and the committee's investigation of communications matters in Puerto Rico.

Approval of the report is assured by a Republican majority on the committee, but action which the reshuffled 81st Congress will take on it is problematical.

New Standards

There is a chance the investigation may be continued under a subcommittee of the House Commerce Committee. Previous opposition of those who will hold key positions in the new House of Representatives, however, diminishes the possibility of the probe continuing under a Select Committee [BROADCASTING, Nov. 22].

Congressman Harness, in the *Public Utilities Fortnightly* article, emphasized that "despite its shift in political leadership, one of the really important problems to face our new administration and our people in the 81st Congress undoubtedly will be that of formulating a new set of standards by which to regulate, or to improve the regulation of, our vast communications industry."

". . . No overall estimate of the money invested in the various industries regulated by the FCC ever has been made by an authoritative source, so far as is known," he continued, "but it would be on the conservative side to say that FCC has an important economic effect on an investment totaling literally tens of billions of dollars, in which millions of Americans have a stake.

"Through its supervision of the vast radio industry, the FCC either encourages or discourages trends in both engineering development and in program content. These programs, as we know, are heard by millions of Americans every day and every night, as well as by other millions of citizens beyond the confines of our national boundaries."

Chairman Harness indicated that the committee had found the FCC's activities in the role of "program adviser" to the nation's stations was indicative of "a potentially harmful trend in regulation."

When the Commission undertakes to dictate the contents and character of radio programs, the legislator wrote, it is assuming an authority which has absolutely no basis in law.

"Its (FCC) policy-making and directing personnel," he wrote, "certainly are aware that the Commission does not have to wield a meat axe to exert pressure and influence upon broadcasters.

"Because the FCC's power to license and periodically renew licenses is literally the power of life and death, the broadcasters must be sensitive to even the slightest implication on the part of the Commission. Former FCC Chairman Fly once amusingly spoke of this situation as 'regulation by raised eyebrow.' It was!"

Recalls Former Actions

Pleading for "government by law, not man," Chairman Harness recalled the Scott and Port Huron decisions and pointed out that there is nothing to prevent future commissioners from issuing decisions "even more detrimental to the public interest." Such fundamental liberties, he said, "should not be at the mercy of passing whims of political appointees."

Rep. Harness urged Congress to "write out, in black and white, a better law to guide the FCC, the radio station owners, and our people."

HILL LEADERS

Johnson and Crosser Appear Certain

THE LEGISLATORS most prominently mentioned to head the Senate and the House Interstate Commerce Committees, which are responsible for radio legislation, last week indicated they would accept the chairmanship of their respective committees.

Sen. Edwin C. Johnson (D-Col.), most likely candidate for chairman of the Senate Interstate and Foreign Commerce Committee, indicated last Thursday that he expects to take the reins of that committee.

Rep. Robert Crosser of Ohio, ranking Democratic member of the House Committee, said last Thursday, "It is very unlikely that I will refuse the chairmanship."

Congressman Crosser will probably continue to devote the bulk of his energies to railroad and transportation legislation, observers believe. It was felt likely that he might appoint a communications subcommittee to deal with radio legislation. This subcommittee reportedly would be headed by Rep. Alfred L. Bulwinkle (D-N.C.), if he is fully recovered from his current illness, or by Rep. J. Percy Priest (D-Tenn.), who is ranking Democratic member of the House Select Committee to Investigate the FCC, and fourth ranking Democratic member of the House Commerce Committee.

The veteran Colorado Senator, whose interests have also revolved principally about railroad legislation, emphasized that he intended also to concern himself with radio legislation.

Sen. Johnson

Rep. Crosser

Sen. Johnson told BROADCASTING he was undecided on whether a communications subcommittee would be appointed if he assumed the chair. He is determined, however, to serve on a communications subcommittee, if it is appointed.

No decision will be reached on the advisability of continuing the Senate committee's study of communications until Congress convenes in January, Sen. Johnson said. He declined comment on what radio legislation might be expected from the committee during the new Congress.

K & E Xmas Gift

A REAL Christmas gift was made by Kenyon & Eckhardt last week. The New York agency gave to a group of radio editors the adoption of a child through Foster Parents Plan for War Children. The agency will assume the full cost of the child's care for one year, and every month during the year he will receive both necessities and luxuries as a result of the gift. The child's name is Waldemar (Waldus) Tomozak, 13-year-old deaf and dumb youngster born in Warsaw, Po'and.

WCOP WINS

First in Wheaties Contes

WCOP Boston has been declared first prize winner in the Wheaties-Wilson "See the Game" contest conducted recently among ABC affiliates by the network's promotion department.

Prize was an all-expense trip to the National League professional championship football game yesterday (Sunday) for Station Manager Craig Lawrence. Nine runner-up prizes—footballs autographed by members of the teams—were awarded WBSR Pensacola, Fla.; WLCX La Crosse, Wis.; WELI New Haven, Conn.; KIFI Idaho Falls, Idaho; KOME Tulsa; WDAK Columbus, Ga.; KBIO Burley Idaho; WXKY Albany, and WBCM Bay City, Mich.

ABC, GILLETTE

Will Air Sugar Bowl Gam

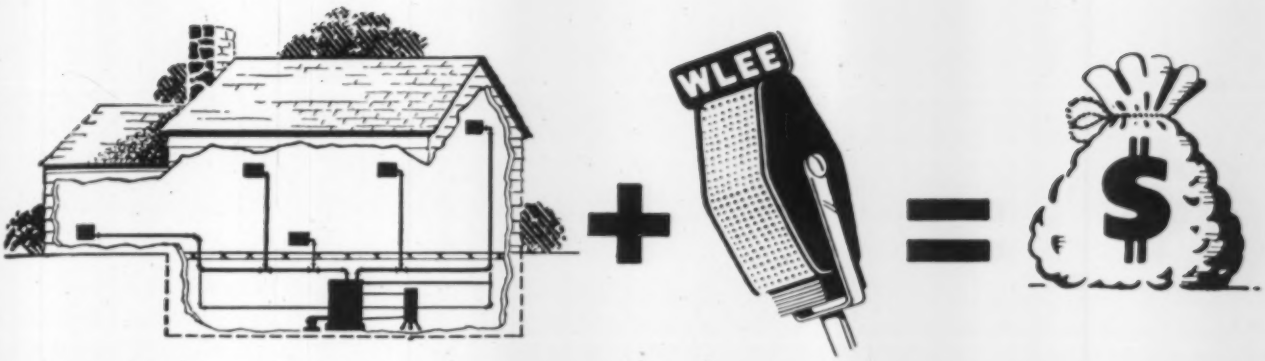
THE SUGAR BOWL football classic, played New Year's Day between the universities of Oklahoma and No. Carolina, will be broadcast exclusively over ABC. The play-by-play account of the post-season clash between the two unbeaten elevens will be sponsored by the Gillette Safety Razor Co., New York.

Harry Wismer, ABC sportscaster, will describe the game for the seventh consecutive year. The annual Sugar Bowl game broadcast is a featured highlight of the Gillette Cavalcade of Sports series.

Pepsi-Cola Plans

NEGOTIATIONS between Pepsi-Cola Co., its agency, the Biow Co., and ABC officials were under way last week for the soft drink firm to buy two half-hour weekly shows on ABC starting Jan. 11. It was understood that one of the programs to be placed on the series is *Counterspy*. Gross annual billings will total $1.8 millon for the time.

Success story:



WLEE helps new business enterprises as well as old in Richmond.

Recently a plumbing and heating man left the contractor he was working for and went in business for himself. He decided to use the 10 a.m. news on WLEE to advertise his new venture. His phone started to ring by 10:15!

This new business has already started to thrive through the sale of complete heating systems directly traceable to the announcements on WLEE. New personnel has been added due to the increase in business. Also, because of the calls through WLEE, he is now offering an extra line of heaters to his growing list of customers.

Follow the lead of the local Richmond merchants! More of them use WLEE than any other station in town. And they get results. So will you. Call in the Forjoe man, and get the full WLEE story.

WLEE **Mutual in Richmond**

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

TELECASTING
BROADCASTING
WASHINGTON, D. C., DECEMBER 20, 1948

SPORTS VIDEO

Threat, Says Georgetown's Schwagel

TELEVISION is the biggest threat college sports have ever faced, and the only thing such institutions can do for their own protection is to take a stand against it.

That opinion was expressed to BROADCASTING last week by Rome F. Schwagel, athletic director of Georgetown U.

The nature of the stand colleges must take against video, he said, is to refuse to permit the televising of any football game.

Mr. Schwagel made the statement following a debate of the proposition, "Resolved That Television Will Be Beneficial to College Athletics, Especially Football." The debate was part of the program of the Eastern College Athletic Conference at the Biltmore Hotel in New York.

He labeled as "just plain silly" the argument of television proponents that a telecast of a football game would be good for the game and the gate.

Analogy 'Isn't There'

"Such an argument," he said, "draws an analogy between radio and television. The analogy just isn't there."

He believed it true that radio did whet the curiosity of listeners and did finally make new sports converts who filled stadia around the country.

"But television," he said, "doesn't whet curiosity. It satisfies it and leaves nothing to the imagination."

The result is, he believes, that continued telecasts of gridiron games will rob colleges and universities of the income from their only profitable sport.

"When that happens," he said, "all college sports will be doomed. For football pays for all the others —for from 8 to 16 other sports."

He emphasized that colleges had finally awakened to the problem television posed. As a member of the television committee of the ECAC, he said, he was in part responsible for obtaining commitments from virtually every eastern seaboard college to delay signing contracts for football telecasts for 1949.

Such colleges will withhold decision on gridiron agreements until after a meeting Jan. 7-8 in San Francisco by the National Collegiate Athletic Assn., at which an NCAA committee will make a report on a survey it is conducting on the effect of television on college athletics.

Meanwhile, said Mr. Schwagel, he personally is going to take to the road in a campaign around the country to awaken other colleges to what he considers the danger of telecasting of grid contests.

Already, he emphasized, television has hurt football gates. At Georgetown, he said, he refused to permit telecasts this year. They were stopped last year after it was decided they adversely affected attendance.

Alumni have made threats, too, he pointed out. An alumnus told Bill Bingham of Harvard, he said, that unless the alumnus got a ticket inside the 20-yard line next year he'd rather stay home and see the game televised.

"Well, the Harvard Stadium has 58,000 seats and only 20,000 of them are between the two 20-yard stripes," Mr. Schwagel said. "Wouldn't you consider a statement like that a threat?"

Basketball doubleheaders in Madison Square Garden in New York also have suffered from TV, he asserted. He said that for the first time in years it has been possible at every doubleheader this season except one to buy tickets at public sales. Television, he emphasized, is the reason.

Pro football in Washington also has been affected, he said. He pointed out that for the first time in nine years the Redskins in the District of Columbia are not playing to capacity.

Watch It in Comfort

"And if you have a television set," he went on, "why go to the game? I get two complimentary tickets to these games every Sunday. But why should I go? I can sit in my living room, in a comfortable chair, in my bedroom slippers, watch the game—and at the same time be home with my family."

Hardest hit of all, if television expands further, will be the small colleges, he argued.

"Why would anyone want to go to a small college game when he can see the biggest game of the day in his living room?" he asked, and then added:

"The televising of just one big game over an eastern seaboard network could kill the gate for scores of smaller colleges and even for some big universities."

Already, he said, many small colleges have felt the impact of television competition from telecasts of bigger games in their areas—and it has given them considerable concern.

Mr. Schwagel emphasized further that he is not opposed to television as a medium. He is a set owner, has appeared on telecasts several times and has enjoyed seeing and being seen.

"The trouble with it is," he said, "that it can carry a football game with eyewitness effect. In fact, it is possible to follow the ball and the backfield on the television screen better than from many seats in the grandstand."

Others Seem to Agree

He expressed the opinion that he did not believe arrangements whereby a sponsor or network would guarantee a given college remuneration for loss of gate would help the general situation. Such a contractual formula, be believed, might help one institution while others not being televised at all would suffer.

Following the debate, sentiment from the floor from other athletic directors appeared to favor his stand enthusiastically.

Mr. Bingham, Harvard athletic director, said a lot of people informed him they would see the next Harvard-Yale game on television rather than sit behind the goal posts.

H. Jamison Swarts, athletic director at U. of Pennsylvania, said Penn's crowds in 1947 were larger than during the past season, which witnessed a rapid growth in television set circulation.

Rev. James A. Carey of Seton Hall, declared that "television will hurt us in preventing us from taking care of the maximum number of boys in sports."

Asa Bushnell, secretary of the ECAC, closed the discussion by asking, "How can you expect to get new customers if they are offered seats that give a poorer view than you get on television?"

The argument that television would benefit rather than hurt football was made by Norman Kersta, executive assistant to the vice president in charge of television of NBC and by Edwin F. England, research associate of NBC.

Their arguments were: Auto broadcasts of baseball had boosted attendance and telecasts would do the same; telecasts can't bring out the color of a game that actual attendance experiences and so the-spot eyewitnesses will always come; there is the possibility that if football is not telecast, followers of the game might be wooed to other interests and interest in the gridiron sport would die.

GODFREY FANS now have the opportunity to see as well as hear him. He joined the roster of television stars Monday, Dec. 6, when *Arthur Godfrey's Talent Scouts*, sponsored the CBS-TV network, simultaneously by Lipton's Tea, was telecast over with the aural broadcast over CBS, 8:30-9 p.m.

Spot Sells

THREE one-minute spot announcements on WPIX (TV), *New York News* station, brought 1,500 orders for *Television Guide*, a magazine which offered a one-year's subscription and a Walco filter for $3.00. Complimenting the station, Samuel Tabak, treasurer of the publication, reported that the responses covered the entire WPIX reception area from Connecticut to New Jersey, Westchester to Long Island, as well as New York City.

FRENCH VIDEO

Standards Adopted

FOUR CHANNELS and 819-line definition will be provided in standards to be established in France looking toward a national television system, according to a preliminary French Government notice.

Prospects for establishment of a national system in the immediate future were not considered bright, however, in view of the heavy costs involved. The system will be under government control.

The preliminary notice said four channels will be used, located in the 162-216 mc band. Three of the four will be in the 174-216 mc area, which is also the upper region of the band assigned to commercial television in the U. S. The 819-lines definition compares with the U. S. standard of 525 lines.

Meanwhile, it was reported that the medium-definition transmitter (450 lines) now operating intermittently in the Paris area on 42 mc will continue in use until January 1950.

ABC-TV

Hammons Named Advisor

EARLE HAMMONS, president of Lion Television Pictures Corp., New York, has been named film consultant for ABC's video operations. The appointment, said to be first in a series of moves to secure superior film fare for television, was announced by Paul Mowrey, national director of ABC television.

Mr. Hammons is the founder and former president of Education Pictures Inc., New York. As president of the Lion Corp., he heads what is said to be the first major company concerned exclusively with producing and distributing motion pictures for video.

Commenting on his new post, Mr. Hammons said he would carry out plans to combine the best virtues of the motion picture art with the power of the video industry.

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VIDEO SURVEY

Leisure Time Activities Affected, Says ARI

TELEVISION is likely to produce some drastic changes in the way people spend their leisure time, declared Audience Research Inc. after conducting simultaneous surveys of the evening activities of television and non-television markets in New York, Philadelphia and Los Angeles.

The TV set owners had more visitors than non-set families, but they spent less time reading, listening to the radio or to records or on hobbies than their non-TV-owning neighbors, ARI discovered.

Itemized findings were (interviewees reported on their activities of the evening preceding the day of the interview):

Activities	TV Owners	Non-TV Owners
Visited friends or relatives	13%	20%
Had friends or relatives visit	37	16
Spent time on hobbies	18	24
Attended the theatre (stage play or concert)	1	1
Attended sporting event	1	1
Went to movies	7	7
Listened to the radio	28	62
Listened to records	5	12
Watched television	69	8
Read books	15	25
Read magazines	23	30
Read newspapers	64	69

Investigating the movie attendance question more deeply, ARI asked about movie going during the previous three weeks, found 55% of TV set owners and 66% of non-TV set owners had attended.

During the preceding week movie attendance of television families averaged 25% below that of non-TV families. Asked a subjective question about movie going, 53% of TV owners said they went less frequently than before they had a TV set; 46% said about the same, and 1% said more frequently.

When the time spent on various leisure time activities was analyzed, ARI found an average of 182 minutes (3 hours, 2 minutes) per non-TV owning person spent on hobbies, reading, radio, listening, etc., compared to 87 minutes (1 hour, 27 minutes) for the video set owners. Itemized, with times in minutes, the comparative time spent on each activity follows:

Time Spent On	TV Owners	Non-TV Owners
Hobby	118	122
Radio listening	65	125
Records	80	78
Television	158	57
Books	53	86
Magazines	41	47
Newspapers	36	42

ARI's most recent home ownership survey indicates that the metropolitan areas now served by television stations have some 690,000 home sets, with those in public places estimated at about 75,000.

KPIX (TV)

To Start by Christmas

KPIX (TV) San Francisco plans to begin programming by Christmas with a 14-hour week basic schedule, according to Philip G. Lasky, general manager of KPIX and its AM affiliate, KSFO. Test patterns were slated to begin last week.

Mr. Lasky

About half of KPIX's weekly schedule will be sponsored time, Mr. Lasky said. Initial sporsors include Philco, Emerson Radio, Hoffman Radio, Disney Hats, RCA dealers, Bank of America, Roos Bros. (apparel chain), Emporium (San Francisco department store), Benrus Watch and Polaroid.

Keith Kerby is program director of the new TV outlet, and John Campbell is commercial manager.

KPIX, granted to Associated Broadcasters Inc., will operate on Channel 5 (76-82 mc). Studios are in San Francisco's Mark Hopkins Hotel. One of the station's major initial telecasts will be the New Year's Day Shrine East-West football game.

KDYL-TV CBS

Brings Affiliates to 20

KDYL-TV Salt Lake City is now a CBS affiliate effective immediately, Herbert V. Akerberg, network vice president in charge of station relations, announced last week.

The addition of KDYL-TV brings the total number of CBS television affiliates to 20. The station operates on Channel 4, and is owned and operated by the Intermountain Broadcasting Corp., Salt Lake City, with S. S. Fox general manager.

KSL continues as Columbia's 50 kw AM outlet in Salt Lake City.

VIDEO REPORT

Production Quality Improves, Says Agency

"THE YEAR 1948 has seen no new methods of doing television commercials, but there has been a considerable improvement in overall quality of production," says Geyer, Newell & Ganger, New York, in its third annual report on television, released last Wednesday.

Mr. Shaw

It was prepared under the direction of Donald S. Shaw, agency vice president in charge of radio and television.

Report divides video commercials into seven types:

(1) Straight voice commercials —"drop-in" announcements done without interruption to camera action, announcer not on the camera.

(2) Straight voice commercials on audio—with the camera on the product only.

(3) Voice and sight commercials with both product and announcer in camera and

A. Product being demonstrated.

B. Product just being sold by voice description.

(4) An amplification of (3) with a cast assisting the announcer.

(5) The "interview" or "testimonial" type of commercial, with or without an announcer to assist and with or without the product being shown.

(6) The "live puppet" commercial as originated and developed by Geyer, Newell & Ganger, with audio being done by announcer or cast not on camera—while the cast "acts out" the commercial on camera. This method allows for "models without voice," makes possible copy which would be awkward in the first person singular, and cuts down rehearsal time.

Film Commercials

(7) Film commercials, usually of one-minute duration, and applicable to all the general types of commercials as well as film of outdoor shots, factory, manufacturing methods, etc.

Decrying the advertiser whose determination "to wring the last drop out of his allotted time succeeds only in most thoroughly annoying the viewer" and the almost irresistible temptation to be "cute" or "tricky," the report states: "We at Geyer, Newell & Ganger believe in the philosophy of keep it 'simple.' It's a lot better to err on the side of simplicity than it is to submerge a sales message in a veritable welter of visual effects.

"The type of commercial should be chosen to fit the program. No one word has ever been more abused than the description 'integrated' as applied to commercials —yet the success of a commercial depends as much on its clever in-

(Continued on page 53)

ABC'S WIGHT

Leaves to Head Mathes TV

READ Hamilton Wight, a member of ABC's television sales department and executive producer for ABC of *Stop the Music*, becomes director of the radio and television department of J. M. Mathes Inc., New York, effective today (Dec. 20).

Mr. Wight was also executive producer of ABC's *The Paul Whiteman Record Club*. Before joining the network, Mr. Wight had been associated with the William Morris Agency as manager of the Chicago and Midwest radio department.

Mr. Wight

During 1933 and 1944 Mr. Wight was vice president of World Broadcasting System, acting as manager of the Chicago office. He was in charge of the system's studio and sales organization as well as the manufacture of electrical transcriptions. Prior to that he was in the advertising department of Proctor & Gamble where he handled radio activities when the soap company first went into radio advertising.

John Bates, radio director of J. M. Mathes, and William H. Vilas, director of television and motion pictures, have resigned. Mr. Bates expects to reveal future plans after Jan. 1. Mr. Vilas will announce his sooner.

VIDEO BUYERS

Discuss Standardization

STANDARDIZATION of literary property contracts for television was discussed at a meeting called last Thursday in New York by Henry S. White, president of World Video Inc., and attended by representatives of television networks, an advertising agency and a video station.

"We are encountering difficulties in our leasing or obtaining television rights for dramatic adaptations," he wrote in his invitation. "In the course of pursuing these rights, we find the agents and authors seem to be quite well organized in their demands, but it appears to me that we, the buyers, do not present a united front and this weakens our efforts."

Representatives of ABC, CBS, DuMont and NBC television networks, WPIX New York, J. Walter Thompson Co. and Film Equities attended. No conclusions were reached, Mr. White said.

ZELE Chevrolet Co. and Torrington National Bank and Trust Co., both Torrington, Conn., have signed to sponsor play-by-play coverage of 19 basketball games over WTOR Torrington.

VIDEO TALENT

4-Union Merger Proposed

TWO-FOLD PLAN for setting up national jurisdiction over television talent was reached last week following several days' discussions between representatives of talent unions in Hollywood.

Plan involves: (1) Merger into one union of Actors Equity, American Federation of Radio Artists, American Guild of Musical Artists and Chorus Equity; and, (2) formation of partnership between merged unions and Screen Actors Guild to determine television rulings for all membership.

According to agreement, all television collective bargaining contracts must be approved by both partners.

It was further agreed to invite American Guild of Variety Artists to join merger.

In addition, group decided that each partner should contribute initial sum of $100,000 for immediate use in television organization and administration.

Plan will be submitted for approval by governing boards and memberships of unions involved, as well as to American Federation of Labor International and Associated Actors and Artists of America.

POWER BOOST

WHNC-TV's Request Denied

WHNC-TV New Haven, Conn., was denied permission by FCC last week for modification of its special service authorization to increase operating power. The SSA, granted in June for commercial operation, calls for 500 w power on assigned Channel 6 (80-88 mc).

FCC last week also placed in its pending file, until lifting of the freeze on television actions, applications of seven television stations seeking changes in power or other facilities. The requests were filed with the Commission by WAVE-TV Louisville, Ky.; WDEL-TV Wilmington, Del.; WHTM Rochester, N. Y.; WAGA-TV Atlanta Ga.; WTLE Greensboro, N. C.; WPIX New York; WPTZ Philadelphia.

TELEVISION TONIGHT

A program no advertiser can afford to miss

See what experience can do to make the most effective use of *advertising's most powerful new selling medium.* Turn to

WNBT 7:05 P M

For Philco's presentation of Collier's All-American 1948 football team

Produced by

W. WALLACE ORR, INC.

New York–Philadelphia

PLaza 3-7800

ADVERTISING to advertisers is the new plan being used by W. Wallace Orr Inc. Above is a reproduction of the type newspaper advertising used by the agency in New York papers to plug one of its client's television shows.

FORD TELEVISION

Will Abandon Kinescoping

EFFECTIVE with the first telecast of the *Ford Television Theatre* on CBS-TV in January, the show will not be kinescoped because of the difficulties of getting dramatic properties, it was disclosed last week by Kenyon & Eckhardt, agency handling the show for Ford.

With the decision to abandon recording the show the agency will be able immediately to telecast plays and stories which have been previously filmed by Hollywood. Since the television program will not be kinescoped but telecast live, none of the kinescope clearances will be needed. In addition a much wider source of properties will be available.

To get the widest possible coverage for the live program, K&E is endeavoring to extend the program to midwestern network, if CBS succeeds in its request for that time on the East-Midwest cable link opening Jan. 12.

IN-FLIGHT TV

Kitty Hawk Event Covered

AN EXCLUSIVE in-flight telecast took place last Friday when NBC's full eastern TV network carried the video version of dedication ceremonies welcoming back the Wright brothers' Kitty Hawk plane to the Smithsonian Institute. The program was fed through facilities of WNBW (TV), network's Washington outlet, in cooperation with the Air Force.

NBC's telecast, which began at 9:40 a.m., included interviews with pioneer fliers and present day aces. A short film, showing early flight of the Kitty Hawk, opened the telecast from NBC Washington studios. Chief Justice Fred Vinson introduced Vice President Elect Alben Barkley, who delivered an address.

The network used three cameras —one in the C-47 plane, and one each inside and out of the Institute. The telecast was transmitted from the plane to a ground receiving station and then converted by coaxial cable to WNBW studios.

The Air Force furnished a flight of 18 B-29s, 24 jet fighters and one B-36 for the ceremonies. The planes circled the grounds twice. NBC's Jack Roney handled the description of the flight.

TV LEGAL SCRAP

Do AM Rights Cover Vide

QUESTION of whether the wo "broadcasting" in a legal contra includes telecasting is raised in suit filed by Baltimore's Centu Athletic Club against the Ne York owners of the Baltimo Coliseum. Attorneys arguing t point before Judge E. Paul Mas in Circuit Court No. 2, Baltimo last Wednesday said they could find a previous legal ruling on it.

Century got broadcast rights f Monday night boxing shows fro the Coliseum under a lease a rangement in 1943. The club co tends rights includes television.

Attorneys for Arena Realty C New York, owners of the Colise countered with the assertion th there is a vast difference betwe aural broadcasting and televisi and that TV rights are distin and separate from broadca rights. Counsel planned to f briefs Friday, and Judge Mas will deliberate on a decision.

TV AND RELIGION

Eiges Gives His Vie

A CHALLENGE in present spiritual and moral thinking offered by television, Sidney Eiges, NBC vice president charge of press, told the Chica Institute for Religious and Soci Studies last Tuesday. "Radio a television act as mirrors of pub likes and dislikes," he said, urg the "proper use of the media translate religious thinking f public consumption."

Mr. Eiges was one of three pe sons discussing radio as a part "current religious thought—e pression and challenge in the c temporary culture." Others w Erik Barnouw, chief of the ra program bureau of Columbia and president of the Radio Writ Guild of the Authors League America, and the Rev. Wilf Parsons, professor of political s ence at the Catholic U. of Ameri

NEW FILM FIRM

To Specialize in Music

TELECONCERT Inc., a new c pany for the production and d tribution of musical films, h been formed in New York. W offices at Steinway Hall, the n organization will create films f television, motion picture, thea and home.

Although official spokesmen f the company have announced t engagement of Leopold Stokow to select the music, conduct orchestra, supervise the visual a pects and appear as conductor the films, BROADCASTING learn that Mr. Stokowski is actually owner and president of the f Henri Leiser, film producer a vice president of the Villa Le Music Corp., New York, associa with Jack Robbins, is vice pr dent of the new corporation.

"Is that-un the Biggest you got?"

Porch paint or pianos, the Red River Valley hayseed buys with a lavish hand *because he makes big dough.*

The Effective Buying Income of the average North Dakota family in the Valley is *$5,599!* (Sales Management, 1948.) That's higher than the average of *any state in the Nation* — well above the $4,975 for the whole of North Dakota.

WDAY's 26-year hold on our Rural Rich is one of the amazing stories of the Nation. Write us — or Free & Peters — for the facts!

WDAY

FARGO, N. D.

FREE & PETERS, INC. Exclusive National Representatives • NBC • 970 KILOCYCLES • 5000 WATTS

VIDEO TUBES

Zetka Plans 16" Glass

BATTLE between glass and metal tubes for television receivers is forecast by announcement that Zetka Television Tubes Inc. will put 16-inch glass tubes into production in the first quarter of 1949. Present 16-inch tubes are of the metal variety. In announcing the new tube, Hamilton Hoge, president of Zetka as well as of United States Television Mfg. Co., receiver manufacturer, stated:

"The all-glass television tube is expected to be superior in many respects to metal-jacketed tubes of the same size. The price will be more attractive and the glass tubes will have a longer performance life.

"In addition a lower power drive can be used and no protective jacket will be needed to protect public from voltage danger due to metal sides of tubes. Under present conditions, the glass tube will not run head on into the shortage of special alloys necessary for metal tubes. The picture area of this 16-inch tube is definitely larger than that of the 15-inch tube."

At the same time it was announced that Zetka common stock is being offered to the public at $1 a share through Willis E. Burnside & Co., New York brokerage firm.

The 280,000 shares, with a par value of 10c each, will, if all sold at $1, net the company $224,000 after the underwriter has received his discount of 20c a share or $56,000. Proceeds will be used, among other purposes, to repay loans of $42,564.31.

RCA VICTOR, Camden, N. J., has announced production of new AM-FM table model radio. Retail price is $49.95.

CHAMPION Joe Louis tossed one of his famous bombshells at radio and TV during interview on Bill Campbell's sports show on WCAU Philadelphia Dec. 13. There will not be any broadcasting or telecasting of his next championship fight, said the Brown Bomber, unless he gets a $250,000 cut, six times the amount he received for rights to the Walcott fight. L to r: Mr. Campbell, Marshall Miles, the champ's manager, and Mr. Louis.

TV FEE DEMAND

Pa. Asks Bars to Pay U

THE PENNSYLVANIA State Li
uor Control Board in Harrisbur
reminding licensees of the Su
preme Court's November ruling,
demanding $350,000 in amusemen
permit fees from 3,000 bars show
ing television for their customers
The bulk of these bars are in th
Philadelphia area. They are being
asked to pay $120 a year, or 20
of the annual liquor license fe
Licensees holding amusement per
mits are not affected.

The board also is preparing t
rule that coin-operated sets are
not tax-free. The Philadelphia Re
tail Liquor Dealers Assn., how
ever, contends that coin-operated
television sets should escape th
tax since the law exempts coin
operated motion picture machine
from the levy.

"We will likely rule that this
not the case," said Horace A. Se
gelbaum, the board's deputy atto
ney general. "I don't think tha
was the intent of the Legislature

The PRLDA has had a test ma
chine installed in the cafe of Pa
rick Cavanaugh, association pre
dent and one of the appellant
from the board's original ruling.

The city of Philadelphia soon
expected to follow the state's de
mand for additional license fe
with similar demands for amus
ment fees.

WRIGHT PLANT

DuMont to Use for TV L

CLIMAXING more than
months of negotiations, the Al
B. DuMont Labs, New York, l
week officially took title to t
former Wright Aeronautical Pl
in East Paterson, N. J. Announ
ment of the transaction was ma
by Dr. Allen B. DuMont and Geo
English, Mayor of East Paters

The plant was acquired from t
War Assets Administration.
consists of a modern one-st
structure, with a floor area
500,000 square feet.

The new headquarters will
used for television receiver
sembly, general offices and en
neering laboratories. It is said
be the largest and most mod
television assembly plant in t
world. Machines and equipment
production lines will be moved i
mediately, and an estimated 4,
persons will ultimately be emplo
at the new plant, the firm said.

DuMont recently acquired
modern plant in Clifton, N. J.,
cathode-ray tube production.

KOA Denver has been honored by
Forest Service, U. S. Dept. of A
culture, in recognition of Dis
guished Public Service "for broadc
ing the fire prevention progr
Forests Aflame, for participating
the Co-operative Forest Fire Pre
tion Campaign, and in other w
giving continued support to the
servation of the Nation's forest
sources."

Season's Greetings

FROM NASHVILLE . . . CENTER OF THE RICH MIDDLE TENNESSEE MARKET

BETTER BUY WSIX

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC

National Representative: THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

Words

A few years ago we published an advertisement in which we stated that 'words are tools of peace'. How true this statement is becomes even more evident at the Christmas season for then so many words are sent and spoken and they all speak of 'peace and good will'!

As we look back over this year now drawing to a close we are heartened by the progress men have continued to make toward peace even in the face of tremendous and stubborn opposition. In this progress radio broadcasting has played a great and willing part. It has been a test of this medium's worth and the test has been well met.

As we look toward a New Year let us resolve that each tomorrow will find American broadcasting meeting its obligations in the 'public interest, convenience and necessity' willingly, honestly and eagerly that all the world may continue to learn that free men still live *and treasure* the American Way of Life!

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

NBC AFFILIATE

A NEW STAR IS BORN - -

On Sept. 29 "T-Day"—a happy-hearted puppet smiled into a television camera—and into the heart of Atlanta! Overnight a new Star was born—WOODY WILLOW—Woody, with all his puppet friends, has won a permanent place in the affection of a constantly growing children's audience with a tremendous buying influence.

WOODY WILLOW was created exclusively for WSB by Don and Ruth Gilpen—the talented couple who give life to the puppets, and is televised five days a week. WOODY WILLOW is but an example of the creative and production ability—the program know-how already evidenced at . . .

THE EYES OF THE SOUTH

Represented Nationally
by
EDWARD PETRY CO.

wsb-tv
The Atlanta Journal

Telestatus

Nov. 7-13 Program Types

(Report 38)

COMMERCIAL TELEVISION broadcasts accounted for 431 hours of time in the first week of November—an increase of 46 hours from the preceding month, according to the 37-station Rorabaugh Report on Television Advertising. Of this time, 95.8% was program time, and 4.2% announcements. (See Table I). Programming occupied 1.3% more of the total in November than in the previous month.

Sports programming was especially heavy during the height of the gridiron season—with a total of 203 hours of remote sports broadcasting, most of which was football. Sports commentary and these remote shows accounted for 51.6% of all commercial broadcast time in November.

Second ranking program type was dramatic, which was fourth ranking in October. Other major types of entertainment on television in November were news, variety and children's programs.

Dramatic shows jumped two notches from October to reach second place in video programming,

TABLE I
Video Air Time, Nov. 7-13 (Commercial)

	Hrs.-Min.	Percent
Programs	413:41	95.8%
Announcements	18:02	4.2
	431:43	100.0

* * *

while variety fell from second place to fourth. News stayed in its third-place spot in both months. Children's programming climbed from seventh to fifth place in the month. (See Table II).

Excluding sports remote broadcasts, which occupied more than half of the commercial telecasting programming, 143 hours of programming originated in the studio with live talent. Films occupied 49 hours of telecasting; and a combination of film, slide, or live broadcasting in the studio made up the rest of the national television diet (See Table III).

Nearly two thirds of all announcements were on films; while 24 of the 29 hours of news programming were news-film telecast. Dramatic programming was made up

TABLE II
Rank of Video Programs (Commercial) by Broadcast Hours

	Oct. 3-9	Nov. 7-13
Audience Particip.	9	7
Children's	7	5
Discussion	6	9
Drama	5	2
Education	13	11
Fashion	11	13
Household Hints	12	10
Musical	8	8
News	3	3
Quiz	10	12
Sports	1	1
Special Events	14	14
Variety	2	4
All Annemnts.	4	6

* * *

of network live shows, for the most part—with only 4 of a total of 47 hours on film.

The following program types showed an increase in percent of total broadcast time from October:

Audience participation, 1.1%; children's, 1.2%; drama, 7.9%; education, 1.1%; fashion, 0.1%; household hints, 1.1%; musical 0.3%; quiz, 0.1%; sports, 2.3%; special events, 0.5%.

The following types showed a decrease:

Discussion, 2.7%; news, 1.2%; variety, 7.7%; weather announcements, 1.3%.

Though there is still heavy emphasis on sports programming—other and more widespread forms of television entertainment are going on the air as can be seen from Table III. Dramatic programming, particularly, is on the increase, having gained a total of about 28 hours from the previous month. These figures are for all forms of telecast advertising.

Separating the network program content from spot and local programming the story is slightly altered. Here, as in the over-all picture, sports are predominant. In the spot and local field, sports make up nearly two-thirds of all programming, while the next ranking category is announcement, totalling 7.4% of commercial time (See Table IV).

News, variety and children's programs are the next most popular form of advertising in the local field.

The final table shows the breakdown of advertisers by sponsorship of programming. More than half the spot advertising sponsors bought programs, while 201 of the 373 local advertisers confined their time purchases to weather, time and other commercial announcements (See Table V).

* * *

TABLE III

Program Type	Studio Live	Studio Film	Studio Live and/or Film and/or Slide	All Remotes	Total	% of Total Time
1. Audience Participation	9:26		:40	1:50	11:56	2.7%
2. Children's	18:32	:31	1:30	:30	21:03	4.9
3. Discussion	7:00		:30	1:00	8:30	1.9
4. Drama	42:17	4:31	:35		47:23	11.0
5. Education	6:05	:11	1:30		7:46	1.8
6. Fashion	5:44	:25	:05		6:14	1.5
7. Household Hints	7:50		:11		8:01	1.9
8. Musical	8:01	:15	1:29		9:45	2.2
9. News	1:10	24:33	3:51		29:34	6.9
10. Quiz	4:46		1:30		6:16	1.5
11. Sports	4:16	7:56	6:15	203:35	222:02	51.6
12. Special Events	:10			3:05	3:15	0.8
13. Variety	26:15	:05	:55	1:30	28:45	6.7
14. Weather	:25	:18	:35		1:18	0.3
15. Time	:17	1:53	:46		2:56	0:6
16. Announcements	1:12	8:36	4:00		13:48	3.2
17. Misc.	:15	:40	1:16		2:11	0.5
Total	143:41	49:54	25:38	211:30	430:43	100.0

Times in hours and minutes.

* * *

TABLE IV
Spot and Local

Program Type	Studio Live	Studio Film	Studio Live and/or Film and/or Slide	All Remotes	Total	% of Total Percent
Audience Particip.	1:26		:40	1:50	3:56	1.6%
Children's	6:17	:31	:15	:30	7:33	3.1
Discussion			:30	1:00	1:30	0.5
Drama	:17	4:31	:35		5:23	2.2
Education	:40	:11	1:30		2:21	1.0
Fashion	1:19	:25	:05		1:49	0.7
Household Hints	2:00		:11		2:11	0.9
Musical	2:01	:15	1:29		3:45	1.5
News	1:10	10:33	3:51		15:34	6.5
Quiz	3:46		1:30		5:16	2.2
Sports	4:16	6:41	5:50	139:15	156:02	64.6
Special Events	:10			3:05	3:15	1.4
Variety	10:35	:05	:55	1:30	13:05	5.4
Weather	:25	:18	:35		1:18	0.5
Time	:17	1:53	:46		2:56	1.2
Announcements	1:12	8:36	4:00		13:48	5.7
Misc	:15	:40	1:16		2:11	0.9
Total	36:06	34:39	23:58	147:10	241:53	100.0

Times in hours and minutes.

* * *

TABLE V
Breakdown of TV Advertisers by Sponsorship of Programs or Announcements,

Breakdown of Advertisers	Number Sponsoring Programs	Number Sponsoring Announcements	Total
Network	37	---	37
Spot	113	103	216
Local	172	201	373
	322	304	626

AGRICULTURAL VIDEO

County Agents, Colleges Are Good Sources

LAND GRANT colleges and county agents, as well as farm families and organizations, are the sources of "very usable TV material" and it is the responsibility of television stations to use information provided by them. That is the feeling of radio farm directors with aural stations either having video outlets or due to begin operation soon, according to Ken Gapen, U. S. Dept. of Agriculture director of radio and video information.

Mr. Gapen attended the annual convention of the National Assn. of Radio Farm Directors in Chicago last month. A panel discussion on "RFD Television in Action" highlighted last-day sessions, during which members raked the pros and cons of their relationship to the overall TV picture.

Some points raised by farm directors during the session:

● TV should serve as an educational medium to acquaint city dwellers with agricultural happenings and facts, and bring rural people information by demonstration not available on AM.

● Station management (TV) should be made aware of video farm program potentialities and plan accordingly.

● In the near future stations will find greater need for guidance and advice from farm directors along agricultural lines.

● Personnel is a key problem among many TV outlets, with the question of how to absorb TV operation within limited man-hours. TV management is disposed to "make more money" before enlarging facilities to encompass rural programming.

● Farm directors are thinking more in terms of live programs than film possibilities. And production simplicity is their prime aim.

NARFD members were strongly urged to become more familiar with top management, especially in television, and also with TV specialists.

Radio farm directors considering this source of material should be concerned with building as much of a library as possible in line with the budget at their respective disposal, Mr. Gapen believes, since all film is more expensive than still pictures. He told RFDs that if they operate on a small budget, they should build a library of visual aids.

Types of material in order of greater availability and inexpensiveness are these, he feels: Stills, strips and slides, then feature film and footage.

Radiorama

NEW WABD (TV) New York daytime advertiser is General Mills who presents Ted Steel (seated, center) five times weekly, 12:30-1 p.m. With Mr. Steele are (seated, l to r) Bill Cash, assist. adv. mgr., and Lowry Crites, dir. of media, General Mills, and standing: Russ Neff, radio and TV dir. Knox Reeves; Humboldt Grieg, Dumont sales mgr., and Ed Smith, G. M. radio-TV prod. dir.

F. W. MITCHELL (r), general manager of Motor Sales Inc., ap proves the format of *Motor Caravan*, five-a-week show to be spo sored by the firm on WTCN and WTCN-FM Minneapolis-St. Pa In on the make-up of the nightly half-hour strip are (l to r) F. Va Konynenburg, vice president and general manager of the station and Ray C. Jenkins, account executive with Erwin-Wasey, Minn apolis agency on the account.

THAT'S not a new type reading lamp on the desk of David B. Stein (l), WNEW New York account executive—it's a Theraplate. Demonstrating the new therapeutic lamp is Frank W. Kingett, president of Infra-Appliance Corp., Theraplate manufacturer, sponsor of two shows on WNEW.

LATEST wind information for residents of the "hurricane belt" is provided WSWN Belle Glade, Fla., listeners thanks to this Bendix "Windial" at the station. Inspecing the equipment is Tom Watson Jr., president of Seminole Broadcasting Co., licensee.

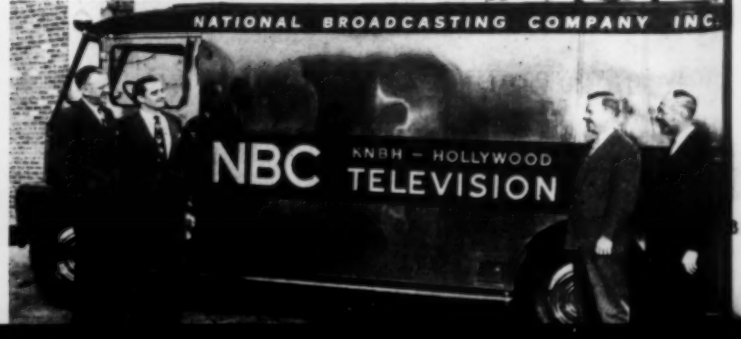
THOMAS B. McFADDE (r), manager of WNBC N York, accepts a citation f station's part in juvenile d linquency control from Howland Shaw, chairman the Nat. Conference on P vention and Control Juvenile Delinquency.

HELPING celebrate 14th anniversary of *Your Neighbor*, heard on WMAQ Chicago and sponsored by Wieboldt Stores, is Paul McCluer, NBC Central Division sales manager. Mr. McCluer was formerly announcer on program. Present show commentators are Kay Lane (l) and June Marlowe.

TALKING turkey following CBS Wrigley-sponsored Thanksgiving show are (l to r) H. Leslie Atlass, WBBM Chicago v.p. in charge of CBS' midwestern office; Howard Ketting, v.p. and Wrigley account executive for Ruthrauff & Ryan, Chicago; Johnny Bond, of CBS Gene Autry show, and Gene Autry.

WHEN Hirsch Clothing Co. offered $25 dresses for $9 during its *Passing Parade* on WGN and WGNB (FM) Chicago, half of 1,500 women shoppers bought them. Surveying results are (l to r) L. I. Hirsch, firm founder; William McGuineas, WGN commercial manager, and Walter Schwimmer, exec. v.p., Schwimmer & Scott.

BEAMING about new KNBH (TV) Hollywood mobile unit are (l to r) A. H. Saxt chief engineer, NBC Western Division; Albert (Bud) Cole, KNBH mobile u supervisor; R. W. Clark, TV operations supervisor, and John E. Burrell, vi field supervisor. The 9,500 pound unit is equipped with racks for cameras and micro-wave equipment and can handle four camera chains.



SANDERS OF THE RIVER . . . Henry the Eighth . . . Scarlet Pimpernel . . . The Ghost Goes West . . . Things to Come . . . Drums . . . Elephant Boy— famous Korda movies millions of people enjoyed . . . and now can see again! . . . TV'ed full length on WPIX every Monday evening at eight-thirty . . .

Takes all kinds . . . .

For any advertiser who wants to attract a major audience and keep it coming back for more . . . make conversation and comment among customers . . . promote prestige, build business and better sales . . . WPIX presents the widest possible variety of remote pick-ups and studio productions . . . Children's shows, sports events, pertinent programs for the homemaker . . . comprehensive news coverage, public service presentations . . . comedy, drama, movies . . . all offer the advertiser an unusual opportunity to reach more prospects in a new major market with a new major medium—big enough now to rate room on any advertising schedule . . . and coming up fast in New York!

For full facts, production costs, and time rates on WPIX programs currently available for sponsorship or syndication—franchises of growing value in a growing market . . . just write, wire or phone . . .

WPIX • THE NEWS Television Station
220 E. 42nd St., N. Y. C. . . . MUrray Hill 2-1234
Represented outside New York City by
FREE & PETERS, 444 Madison Ave., New York 22

NEW YORK CITY • CHANNEL 11

KLAC-TV BID

Pauley Application Again Refused

FCC REFUSED last week, for the second time, to permit Oilman Edwin W. Pauley's Southern California Television Co. to file an "AVCO" competing bid for Mrs. Dorothy Thackrey's KLAC-TV Los Angeles without bidding for all the Thackrey stations up for sale.

The ruling left the pending $1,045,000 sale of KYA San Francisco and KLAC and KLAC-TV to Warner Bros. Pictures unchallenged by any competing offer under the AVCO open-bidding rule, since the deadline for rival bids fell Nov. 29. Even so, FCC's next step apparently has not been decided.

The complicating factor is Southern California Television's request that its offer to buy KLAC-TV be considered an application for KLAC-TV's channel if it could not be accepted as a "competing bid" under the AVCO Rule [BROADCASTING, Dec. 6]. FCC did not discuss or even mention this request in its order.

★

FCC already has two applications for KLAC-TV's channel and has taken no action on either. One was filed last March by KPRO Riverside, which had a grant for Channel 1 before that channel was reallocated from television to fixed and mobile services. The other was filed in September by KFAC Los Angeles.

In last week's order, adopted with Comr. Robert F. Jones dissenting, the Commission not only refused to let Southern California Television bid on KLAC-TV separately, but also refused to hear oral argument on the question.

Southern California had argued that the Court of Appeals decision in the WJR Case [BROADCASTING, Oct. 11] required FCC at least to listen to oral argument before deciding. But FCC drew a distinction between the rights of "an existing licensee," which was involved in the WJR case, and those of "a possible competing transferee" such as Southern California. FCC declared:

. . . The Commission does not consider that it is required on the basis of the decision of the Court of Appeals . . . to extend to a possible competing transferee, such as the instant petitioner, the same right to oral argument there given to an existing licensee, and does not, in the exercise of its administrative discretion, deem oral argument necessary to its consideration of the question of whether separation of broadcast stations is required for the purposes of the AVCO Rule.

The order reaffirmed the earlier denial of Southern California's request that Mrs. Thackrey be required to place a separate price on each of the three stations being sold, so that competing bids could be filed for any one [BROADCASTING, Nov. 1].

Southern California, in indicating its intention to apply for KLAC-TV's channel if not allowed to bid for purchase of the station separately, said it would reimburse Mrs. Thackrey for "reasonable expenditures" she has thus far incurred in building and operating the station.

K-Pix-ture Size

UNUSUAL questions are nothing new in radio, but KPIX (TV) San Francisco got a real stopper last week. A woman called the station to find out what size picture the station broadcast. She was about to buy a video receiver, she said, and wanted to be sure she purchased one with the proper screen size to fit KPIX's picture.

BASEBALL

Minors' TV Ban Rejected

A PROPOSAL by the minor baseball leagues that network broadcasts and telecasts of major minor league games be prohibited was flatly turned down Monday by major league magnates at their annual winter meeting in Chicago Palmer House.

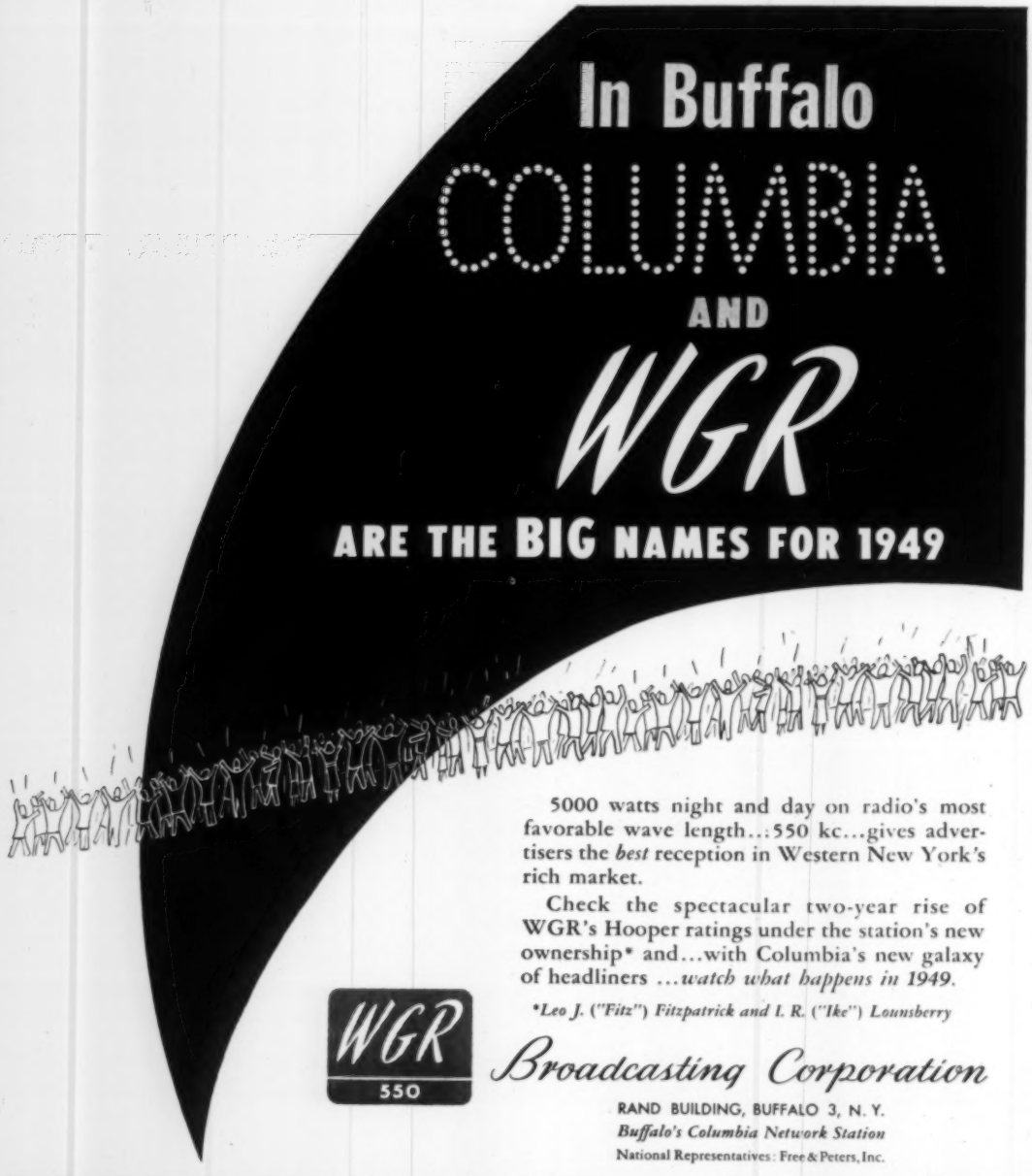
Last week the minors, meeting in Minneapolis, voted unanimously to amend major-minor club rules so that aural radio and television play-by-play reports would be limited to stations whose transmitters are within the club's "home territory." [BROADCASTING, Dec. 13.] But the proposal had to be ratified by the majors before it could become an amendment to the major-minor working agreement. This the majors refused to do.

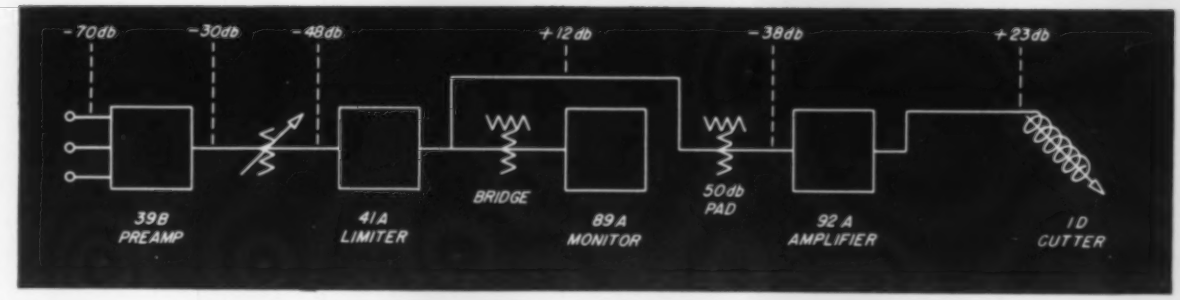
The action was taken during the opening minutes of the two-day huddle. Observers said there was little discussion and the vote was taken "with dispatch." It is expected, however, that the minors will press their point during the coming year when they expect television to start making inroads into their "gate."

The minors had defined "home territory" as the area within a 50-mile radius of the club's ball park. Play-by-plays of a club's road game could be carried by stations in the club's "home territory," but only with the consent of the other club involved in the game, they proposed.

Court Video Ban

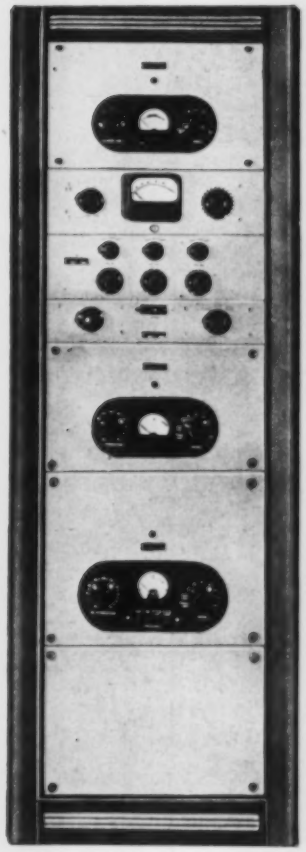
NEW JERSEY, in a new rule from the State Capital at Trenton, will prohibit the telecasting of criminal trials. A ban on picture-taking and radio broadcasting in courtrooms already is in effect


In Buffalo
COLUMBIA
AND
WGR
ARE THE BIG NAMES FOR 1949
5000 watts night and day on radio's most favorable wave length...550 kc...gives advertisers the *best* reception in Western New York's rich market.
Check the spectacular two-year rise of WGR's Hooper ratings under the station's new ownership* and...with Columbia's new galaxy of headliners ...*watch what happens in 1949.*
*Leo J. ("Fitz") Fitzpatrick and I. R. ("Ike") Lounsberry
WGR
550
Broadcasting Corporation
RAND BUILDING, BUFFALO 3, N. Y.
Buffalo's Columbia Network Station
National Representatives: Free & Peters, Inc.



You're sure

WHEN IT'S 100% PRESTO



Pictured here is an all-Presto single channel recording system. Above is the block diagram, worked out for this equipment by Presto engineers.

WHEN YOU NEED recording or transcription equipment you can't go wrong if you make the complete system 100% Presto.

For Presto is the world's foremost manufacturer of recording and transcription equipment and discs. And Presto's experience with countless installations, including all the big ones, will aid you in achieving greater efficiency and trouble-free operation.

The recorder is the 8DG with direct gear drive. The amplifiers are the 39-B three channel preamp, the 41-A limiter, the 92-A 60 watt recording amplifier, and the 89-A monitor.

Multiple channel installations consist of as many duplications of the basic channel as are needed with the addition of switch or patching facilities. When you think of recording, think of PRESTO.

PRESTO
RECORDING CORPORATION
Paramus, New Jersey
Mailing Address: P.O. Box 500, Hackensack, N. J.
In Canada: WALTER P. DOWNS, Ltd., Dominion Sq. Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

ADVERTEST STUDY

TV Survey Made

TELEVISION set ownership has grown over 58% in the past six months. This and other information on video ownership and viewing has just been released by Advertest Research, New Brunswick, N. J.

Advertest used panels as a basis for its research, concentrating its efforts in three counties of north-central New Jersey. This area was chosen because it is well within the reception distance of metropolitan New York TV stations and the population is sufficiently varied so as to be indicative of total video set ownership.

Several reasons prompted Advertest to use the panel system, including: (1) The highly volatile composition of the TV audience; (2) the experimental nature of TV programming in the use of the new medium, and (3) the need for inexpensively drawing information that was accurate from this constantly changing audience.

Initial Panel

The initial panel consisted of 150 members who were selected from 463 prospects. Data in the report is based on information drawn from the first panel and corroborated by two others. The period of the report covered Sept. 20 to Oct. 17, 1948.

Panel members receive a questionnaire each weeek, on which they report all programs watched and the number watching. Special questions, to be answered by the respondent before returning the form, also are included. This has proved effective, Advertest reports, in recording the habit changes in the TV audience.

Set-owning families were found to average 3.65 members. Single people own only 1% of the sets with families of six or over having only 8%. Families of four were highest with 33% while families of two own 18%, three 26% and five 14%.

The table model set is found to be the most popular, accounting for 61% of the sets as opposed to 39% for consoles.

RCA leads the field in this survey with 36% of the sets while 31% of the sets are Philco. In third place is DuMont with 14%.

As of Nov. 1 it was reported that over 58% of all sets had been purchased within the last six months. Advertest found that 91% of the sets had been purchased within the last year. Set owners of 18 months or over accounted for only 3%.

As in other surveys, the Advertest report showed radio listening far below average in television homes. The average home reported it listened to the radio about 11½ hours a week. A total of 69% reported they listened less than ten hours with 31% reporting more than ten hours.

The average radio listening for these TV owning families has decreased an average of 57% with 81% reporting their radio listening has decreased over 40%.

Movie attendance also has dropped for the families surveyed, with six out of every ten TV set owners indicating that they now see a great deal fewer movies since buying TV. Only one out of ten said that movie attendance remained the same.

Father Selects Programs

When it comes to who selects the programs, father still wears the pants. He reportedly selects the programs most often in 47% of the families. Mother gets her pick 25% of the time and the children get their say most often in 22% of the families. Guests and other people select the programs to be seen 6% of the time.

On the controversy of film or live entertainment, approximately one-third of the adult audience remained impartial, with a marked majority favoring live shows. A plurality of the children's audience, however, favors films. Of the total response 17% like film best, 46% like shows best and 37% like both equally well. A detailed breakdown indicates the following:

WOMEN:	
like films best	7%
like shows best	60%
like both equally	33%
MEN:	
like films best	9%
like shows best	61%
like both equally	31%
CHILDREN:	
like films best	44%
like shows best	16%
like both equally	40%

Those who like the films say they enjoy the excitement and diversification offered. Comments against films include "poor quality" and "old." Films were also indicated to take too much time.

Live Shows

Those who cast their vote for live shows gave such reasons as "no too long and good entertainment" ". . . top notch performers" ". . . original and educational."

As to the question of eye strain 57% indicate it does occur. On this subject Advertest has this to say: "Many respondents listed stations on which eyestrain occurs most frequently. It is noteworthy that all metropolitan stations were mentioned to a fairly equal degree. Therefore it is likely that such factors as make, screen size, antenna installation etc. of the TV set are the chief causes of television eye strain."

"Old films" were named as the cause of eyestrain by 38% of the set owners. Almost 15% said that it occurred in watching "ice hockey." Long periods of watching also accounted for eyestrain with 40% indicating it occurs after three or more hours.

In giving an estimate of the num-

(Continued on page 75)

It's Katherine Kerry on KQW

Have you something to sell to women in the San Francisco Bay Area? Try Katherine Kerry's potent participating program.

Journalist, commentator, fashion expert Kerry's unique, columnist-like coverage of the woman's world provides a perfect setting for your sales message. Guest-speaking at fashion-shows, women's clubs and other gatherings keeps her in the public eye —adds authority to what she says about your product.

Yes, in this multi-billion dollar market it's Katherine Kerry on KQW for sales in maximum quantity at minimum unit cost.

BIG
CHRISTMAS GREETINGS
BIG Christmas Greetings to you from the BIG Middle West. And in this BIG area the BIG station KFAB sends you BIG wishes for a BIG year to come.

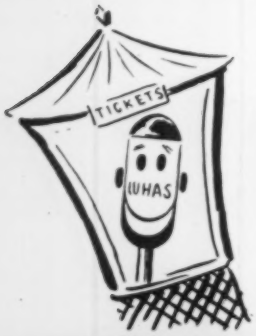
50,000 WATTS

KFAB

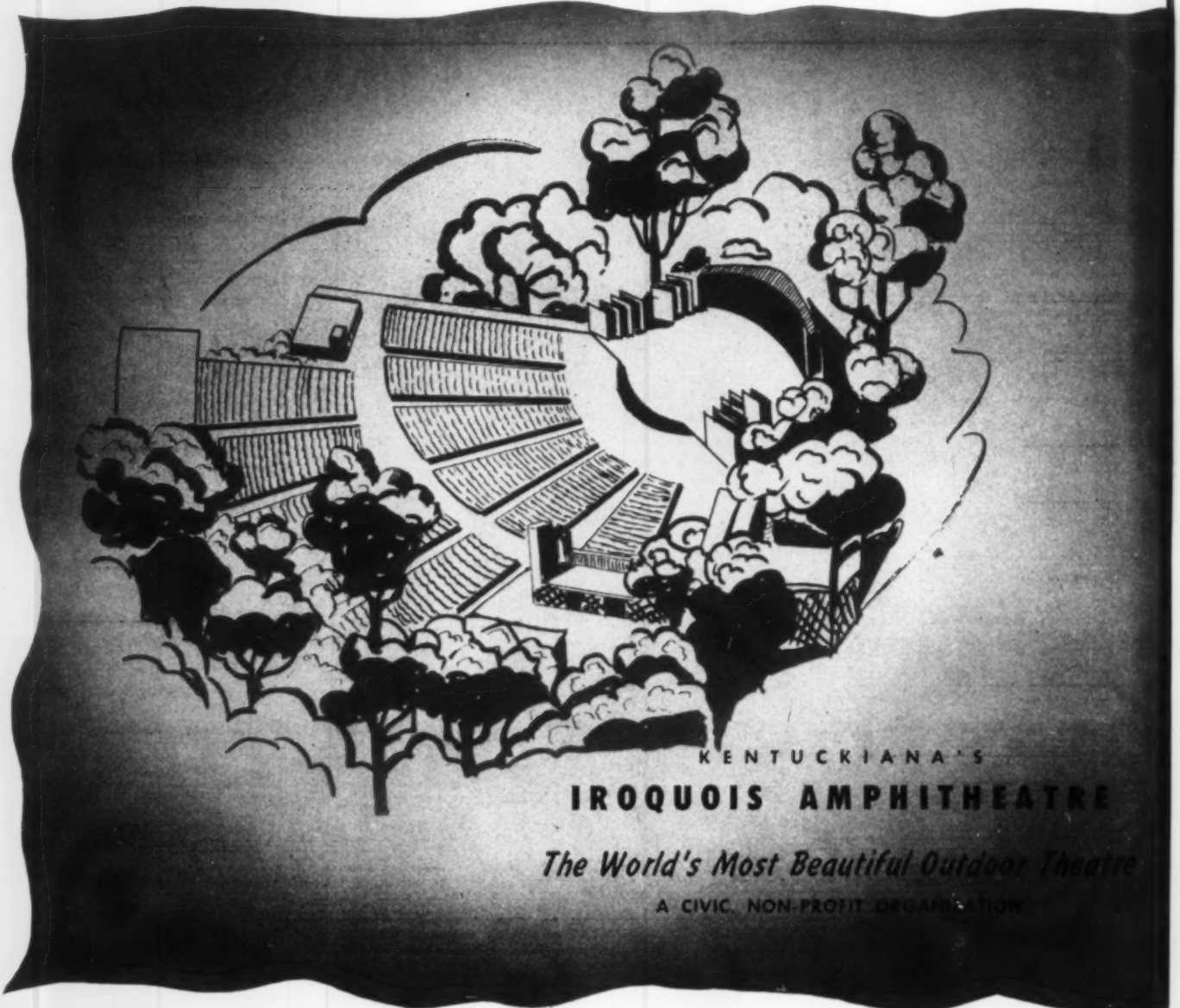
Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC. **General Manager, HARRY BURKE**



WHAS "Star



and therefore Selling

the only radio station *SERVING* all of thi

rTicket Salesman"

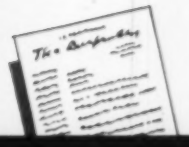
BACKGROUND LATE SPRING '48

Broadway legit box office had sagged badly . . . Road show business was also off . . . everywhere movie house grosses were fading.

It was a gloomy prospect for Kentuckiana's Iroquois Amphitheatre. Coming up was the 10th anniversary season of summer outdoor musical shows staged by this civic, non-profit organization of Louisville. Rising production costs demanded greater attendance—yet the theatre was in a slump.

THE WHAS ANSWER!

WHAS stepped in to provide the answer. The Amphitheatre's promotional campaign was overhauled to give it more popular appeal. The ticket-selling story was woven into an entertaining musical broadcast with star vocalists, actors, chorus and studio orchestra. WHAS sold 25 Louisville firms on sharing the cost with the station. And for six weeks, "Music Under The Stars" took to the air—telling Louisville and Kentuckiana listeners of the Amphitheatre's summer attractions.



THE RESULT!

Text of letter to Victor A. Sholis, Director, WHAS, from James W Henning, President, Louisville Park Theatrical Association.

"Our books have just been closed on our 1948 summer season. The results are extremely cheering to all of us on the board of the Iroquois Amphitheatre.

"Theatre box office receipts in general were down this summer. In the face of this prevailing situation, the paid attendance and receipts from ticket sales at the Amphitheatre this summer surpassed those of 1947.

"Much of this success must be credited to the new star salesman we had on our side this year—Station WHAS. It was a great job your staff did in producing this series of elaborate musical broadcasts. But it was an even greater job the WHAS programs did in promoting more business for our box office.

"Please convey our sincere thanks to everyone at the station."

thich Kentuckiana Market

CBS

WHAS

Louisville, Kentucky

50,000 WATTS ★ 1-A CLEAR CHANNEL ★ 840 KILOCYCLES

Victor A. Sholis, Director J. Mac Wynn, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

Editorial

Santa Wears A Mask

CHARITABLE impulses are characteristic of this season, but it may be that recording companies have let their generosities exceed reason in presenting James C. Petrillo's union with $10 million.

The restoration of the AFM royalty agreement, with only those modifications required to comply with an inconvenient law, cannot be defended as good business practice. It was an arrangement conceived in a wartime economy, reared in a postwar inflation and revived, after a year of inactivity, to a state of such maturity that it will be difficult if not impossible ever to knock it down.

The five-year contract will oblige record manufacturers to pay an estimated $2 million a year into a welfare fund whose purposes, however admirable, have implications beyond this instance. What happens when Mr. Petrillo calls upon broadcasters and telecasters for similar deals?

In restoring the royalty system the recording companies have succeeded in resuming new production after a year's lapse—a manifestly desirable objective—but they have also established a principle which may not be so easily obeyed in the event the current boom period is followed by anything approaching bust.

True, the royalty payments are in proportion to sales, but a diminution of sales volume would necessitate a greater profit per unit of sales. It would be then that the pinch of royalty payments would begin to be felt.

Transcription companies are by way of following the record makers in obedience to the royalty principle. A distressing question is: Who will be next? An even more distressing question is: Five years from now, how much?

FCC Pay Scale

THIS CONGRESS eve, as on similar occasions during the past dozen years, there's political lip-service about the plight of policy-level Government executives because of low pay. The FCC limit, for example, is $10,000 a year—the identical pay provided for the old Federal Radio Commissioners 21 years ago.

If you're to believe the reports, Congress will take up salary increases as one of the first orders of business when it convenes two weeks hence. Nonpolicy-level employes, and indeed Congress itself, have been provided for with increases. On the FCC, department heads appointed by the commissioners draw more dollars than their bosses, named by the President, with the advice and consent of the Senate.

We have said harsh things about the FCC, this one and its predecessors—and meant them. But we have deprecated the low scale as a deterrent in obtaining qualified men to serve on that increasingly important agency.

This Commission, we believe, is the best ever to serve as an overall group. We've seen them all. That is not to condone all that this FCC does or has done.

We can't conceive of a single voice in opposition to an increase to $16,500 for commissioners, and perhaps $17,500 for the chairman.

If Congress doesn't increase the schedules—and rather promptly—we suspect two and possibly more members of the FCC will resign. Chairman Wayne Coy will probably find himself forced to leave without completing his term running until 1951. Comr. E. M. Webster, who sacrificed a $5,000-year retired pay as a Coast Guard commodore to accept the $10,000 FCC post (he can't draw his retired pay while working for the government) will have a decision to make when his term expires next June, if pay isn't increased by that time. Comr. Robert F. Jones voluntarily relinquished a seat in Congress, which with pay and other benefits netted him more than double the FCC scale. Comr. Frieda Hennock gave up a law practice, paying at least five times the FCC's per annum, to accept the FCC call.

Congress, having taken care of itself, and of the government masses, now should see to it that the handful in the highest echelon of civilian government are paid a livable wage commensurate with their stations.

Red Riding Hoax?

IS THERE Communist infiltration of radio?

Such charges are being made with greater frequency and intensity—particularly against network radio. Several affiliates have asked their networks to screen their talent and program staffs. The other day a station notified its network it will drop a particular program unless allegations of "Communist front" connections are disproved.

Much of the talk probably is irresponsible. But there should be no indifference or lethargy. Radio, after all, is the most direct and potent means of reaching the public.

Recently, *Counterattack*, publication of an organization which styles itself as using "facts to combat Communism," alleged that it had discovered Communists appearing on three of the biggest programs sponsored by three of the very large corporations in America.

It seems to us that the networks, which have the responsibility of clearing programs for their affiliates—the licensees—should screen personnel charged with program origination or production, just as the government now is requiring a loyalty check. Stations, as individual licensees, have the same responsibility. Those who may be Communists, or who lean that way, should be dismissed.

The responsibility belongs to the network and the station—not to the advertisers, the agency or the producer. Let's get the facts and take appropriate action, if action is needed.

Who Gets The Gate?

IN THE OPINION of a number of college athletic directors, television is going to do what neither snow nor rain nor chilly cement seats could do—keep the public away from football.

The prevailing sentiment among delegates to the Eastern College Athletic Conference meeting in New York last week portends a gloomy future for telecasters who hope to carry college sports. Unless telecasters, acting in unison, produce cogent reasons to change this opinion, they are likely to find their cameras barred from many stadia.

One network, NBC, was represented at the college meeting, and, as far as impartial observers could detect, its arguments failed to abate the fears of the athletic directors, who seem convinced that people won't make the effort to attend games in person if they can watch them in the comfort of their homes.

Plainly, no single network or station can stem the growing belief that television will kill the college sports gate. If telecasters want to continue to carry college games, they will have to act in concert and quickly to change the course of the prevailing winds.

Our Respects To —

DON BERNARD

WHEN youthful Bernard Schweitzer was given a major part in the stage play "The Bad Man" back in 1923, the producer declared his name wasn't Spanish enough to carry the role. In fact it sounded anything but Spanish, so the young actor-singer was billed as Don Bernard.

It looked so good on that Chicago theatre marquee he has used it ever since.

But many of his other "credits" have passed under the bridge since those days when he did "two a day." Although on occasion his fine tenor voice is heard in song, he finds no time to engage in professional stage theatricals today.

Now headquartered in Hollywood, he is directing West Coast operations of the William Esty Co. In addition to his administrative duties, Don Bernard supervises production of NBC *Screen Guild Players* and *The Jimmy Durante Show*, both sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes).

With Delaware, Ohio, as birthplace and the date Aug. 19, 1902, he received his grade and high school education in that city. After school and during vacations he worked for his father, John J. Schweitzer, now a retired justice of the peace who then operated a wholesale cleaning and dyeing plant. Don drove a truck for his father. He also used it at night to pick up his "date."

Entering Ohio Wesleyan in fall of 1918, he majored in music. A violinist as well as singer, he played the lead in many a campus production. He also toured the hinterlands in light opera during summer vacations. He graduated in 1922 with a B.A. His next move was to Chicago.

He enrolled in Busch Conservatory of Music and Dramatic Arts, and at the same time secured a job as singer on KYW (now Philadelphia). This was the start of his radio career. On the station's inaugural program he was co-starred with Mary Garden, famed soprano of yesteryear.

Busy for the next two years, what with school and KYW assignments, Don Bernard also conducted a boys' choir at Holy Name Cathedral and oratorio and choral societies around Chicago.

To augment income he also worked for Balaban & Katz theatre chain as singer, playing three shows per day. It was five daily on Saturday and Sunday. He was lead tenor in many of the feature picture prologues.

With completion of his Chicago musical

(Continued on page 83)

"Baa, baa, black sheep,
Have you any wool?
Yes sir, yes sir, three bags full:
One for my master, one for my dame,
And one for the little boy
that lives in the lane."

And a "Bagful" for You, Mr. Advertiser!

These days in Texas, the wool crop is measured by the carload, instead of bagfuls. Texas is first among the states in sheep raising and wool production. And most of the annual yield is produced in the WOAI Daytime Primary Area*.

Add the cash return** from cattle, cotton, spinach - a few more in which Texas is first - and you have bulging pocketbooks ready and waiting for WOAI-advertised products.

In this prosperous territory, WOAI is the only single medium affording complete coverage. Think what that means in high homes per dollar - low cost per sale - and see your Petry man about availabilities, now.

*BMB 50% - 100% Counties
**Net Farm Income $255,821,000
© SM 1948 Survey of Buying Power

WOAI San Antonio
NBC • 50,000 W • CLEAR CHANNEL • TQN

Represented by EDWARD PETRY & CO., INC. - - New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

WHO STANDS OUT

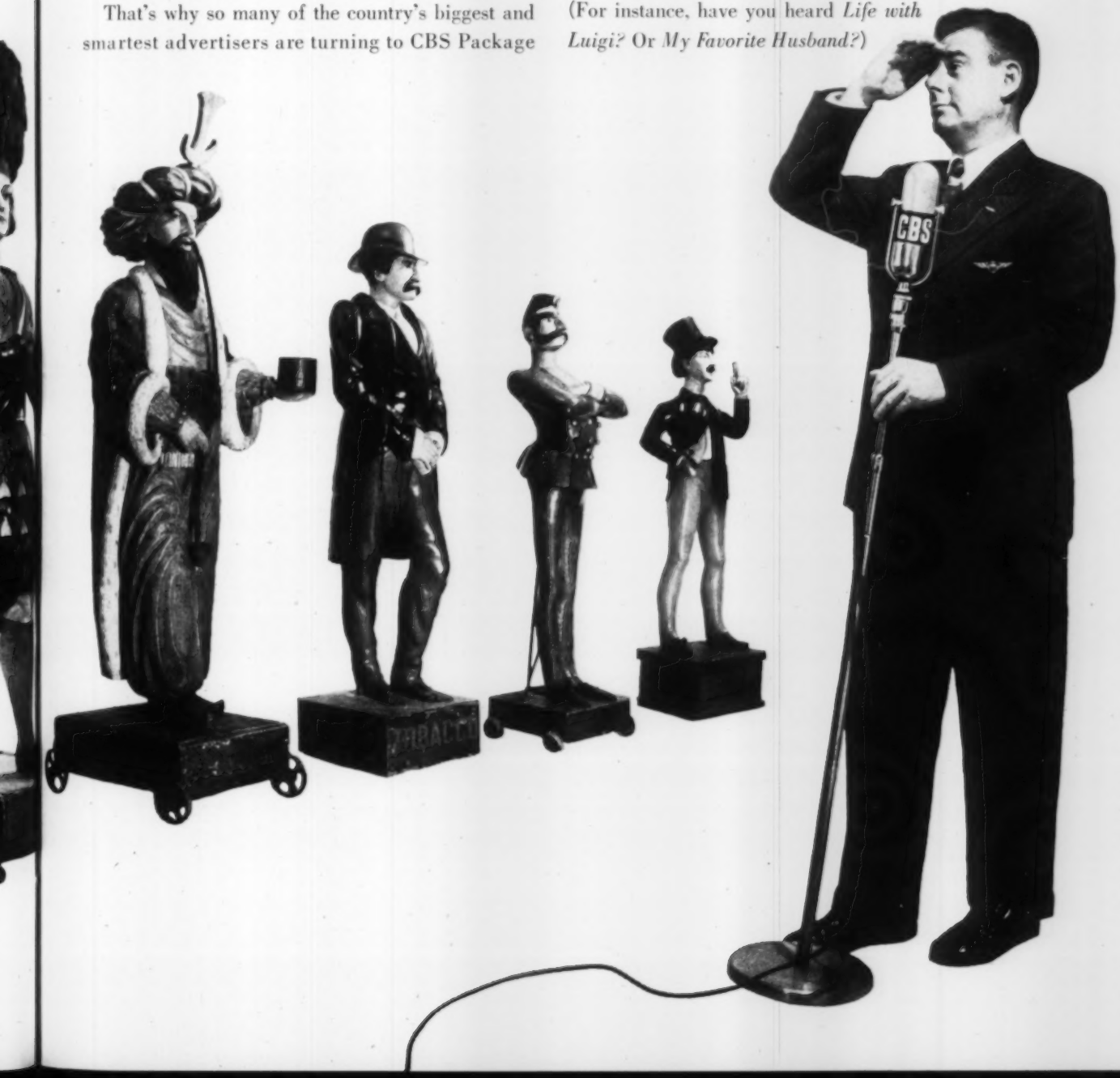
IN FRONT OF YOUR STORE?

The patient, painted cigar-store Indian did a good job of bringing the people in, of distinguishing one store from all others... until everybody had a wooden Indian. Then somebody had to create some new characters to attract the customers.

It's like that in radio today. Everybody knows the job radio can do in calling the customers in. But *who* stands out "in front of your store" is still very important. It's got to be the right show.

That's why so many of the country's biggest and smartest advertisers are turning to CBS Package Programs. They've found it pays to have shows like *Suspense*, *My Friend Irma*, or Arthur Godfrey out there in front.

There are 21 *sponsored* CBS Package Shows on the air today—the largest operation of its kind in all radio. But it doesn't stop there. Right now, in work or on the air, are other shows, ranging the whole field of programming. Among them, very likely, is the show to stand in front of *your* store, and call the customers in. (For instance, have you heard *Life with Luigi?* Or *My Favorite Husband?*)



NORTH CAROLINA'S GOLDEN TRIANGLE

WINSTON-SALEM
GREENSBORO
HIGH POINT

NO. 1 MARKET IN THE SOUTH'S No. 1 STATE

288,700 People*

$271,683,000. Retail Sales

$410,987,000. Buying Income

*Copr. 1948, Sales Management Survey of Buying Power; further reproduction not licensed.

Saturated by

THE STATIONS MOST PEOPLE LISTEN TO MOST!

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC AFFILIATE
Represented by
HEADLEY-REED COMPANY

Management

JAMES M. MATHEWS, assistant manager of Carroll Broadcasting Co., licensee of WLBB Carrollton, Ga., has been appointed general manager. He succeeds **JAMES C. VOCALIS** who resigned to enter business in Atlanta [BROADCASTING, Oct. 25].

FREDERIC F. CLAIR has been appointed manager of WHYU Newport News, Va. In addition to his duties as manager Mr. Clair will be program and technical director.

RICHARD WILLIAMS, sales manager of KPRO Riverside, Calif., has been appointed manager of KRPO-(FM), under construction at San Jose, Calif. KPRO is owned by Broadcasting Corp. of America, and KRPO is owned by FM Radio and Television Corp. **W. L. GLEESON** is controlling stockholder in both corporations.

CHARLES S. YOUNG, general manager of KEX Portland, Ore., has been appointed to the Board of Regents of Multnomah College in Portland.

FRANK J. LYNCH, general manager of KBYE Oklahoma City, Okla., is the father of a girl, Linda Lou.

GRANT POLLOCK has resigned as sales manager of Los Angeles office, W. S. Grapt Co., to become general manager of KVON Napa, Calif.

CHARLES P. SCOTT, formerly manager of KTKC Visalia, Calif., has been appointed general manager of KGST Fresno, Calif. New station, owned by Baker Broadcasting Co., will go into operation about Feb. 1, with 1000 w on 1600 kc. Other announced staff includes **PETE ONNIGIAN,** chief engineer.

ROGER PATRICK has been appointed general manager of KBOW Butte, Mont. Mr. Patrick was formerly program director at KVOS Bellingham, Wash., and before that announcer and newscaster at KLAC Hollywood.

RILEY GIBSON, former manager of KREO Indio, Calif., has joined KOPP and KOPP-FM Ogden, Utah, as general manager.

MORTIMER W. LOEWI, executive assistant to the president of Allen B. DuMont Laboratories, Passaic, N. J., has become associated with investment firm of Van Alstyne, Noel & Co., as a limited partner. Mr. Loewi is a member of New York Stock Exchange.

FRED B. BATE, assistant to **WILLIAM F. BROOKS,** NBC vice president, has been appointed night executive officer.

BENEDICT GIMBEL Jr., president and general manager of WIP and WIP-FM Philadelphia, has been appointed to board of directors of Junior Achievement Inc.

WILTON E. HALL, former U. S. Senator and owner and operator of WAIM and WCAC Anderson, S. C., has been selected chairman of special committee seeking to build Hartwell Dam, at a cost of $60 million, on the Savannah River near Anderson.

KMPC-FM Hollywood has added two and one-half hours to daily schedule. Station now broadcasts nine hours daily, seven days a week.

HERBERT F. CORN, managing editor of the Washington (D. C.) *Evening Star,* (l) presents the Oliver Kuhn Memorial Cup to Willard D. Egolf, president of WBCC Bethesda, Md., in recognition of the station's contribution to the development of Bethesda-Chevy Chase, Md., in 1947. Alfred M. Rinadout, president of Bethesda Chamber of Commerce, looks on.

PASSENGER TV

Transportation Aid Seen

TELEVISION can go far toward relieving the problem of chronic passenger monotony and fatigue within the transportation industry, according to John W. Craig, vice president of Avco Mfgr. Corp., Crosley Division, and Crosley general manager. Mr. Craig spoke last week before a joint luncheon meeting of the Ohio Valley Transportation Advisory Board, Cincinnati Traffic Club, Chamber of Commerce Forum and Board of Trade members.

Pointing out that experiments in railroad coaches and airliners have already proven successful, the Crosley official said tests with motor car television in Philadelphia had shown the possibility of video as a passenger service aboard inter-city buses.

Mr. Craig scored the assumption that TV is progressing at radio's expense as "not borne out by the facts."

"A study of the radio industry shows that 14 million units would have been projected for this year, even had television not existed," he declared. "Obviously, there are few, if any, families which want television to the exclusion of the radio and phonograph. The three services complement each other, and will continue to do so for many years."

Ted Maxwell

TED MAXWELL, 49, veteran radio writer, producer, actor and head of Maxwell Productions, show packaging firm, died Dec. 8 in Culver City, Calif., following a long illness. Funeral services were held Dec. 10 from Hollywood Cemetery Chapel. He is survived by his wife, Bobbe Deane, radio actress.

JENSEN Mfg. Co., Chicago, has announced production of new model VR-241 ST-789 Hypex projector, first of series of "Three-Sixty" radial projectors.

MARSHALL HANKS

Had Texas Radio Interes

MARSHALL BERNARD HANK 64, president of Reporter Broadcasting Co., KRBC Abilene, Te licensee, died of a heart attac Dec. 12.

Mr. Hanks rose from carrier b to publisher of the Abilene *Repor er News,* with which KRBC is af iated in ownership.

He was associated with Houst Harte, of San Angelo, Tex., i ownership of other radio and new paper properties in Texas. St tions in which Mr. Hanks had a interest, besides KRBC, wer KTRN Wichita Falls, KRIS Co pus Christi, KPLT Paris an KBST Big Spring.

KBS ADDITIONS

Total Now 372 Outle

KEYSTONE Broadcasting Syste last week announced the additio of 27 new affiliates. This bring the number of KBS affiliated ou lets to 372, of which 298 are in on station markets.

The new stations and their loca tions are as follows:

KFRB Fairbanks, Alaska; KIB Seward, Alaska; KBLF Red Bluff, Calif. KUBA Yuba City, Calif.; KUBC Mon rose, Col.; KVRH Salida, Col.; WCV Crestview, Fla.; KEIO Pocatello, Idah KLIX Twin Falls, Idaho; WTCJ Te City, Iowa; WHIR Danville, Ky.; KPD Alexandria, La.; WNAG Grenad Miss.; KSGM St. Genevieve, Mo.; KST Artesia, N. M.; WMAP Monroe, N. C WSTS Southern Pines, N. C.; KWI Coquille, Ore.; KASH Eugene, Ore KOCO Salem, Ore.; KFGN Gaffne S. C.; WIBK Knoxville, Tenn.; WGU Maryville, Tenn.; KELP El Paso, Tex KGAF Gainesville, Tex.; KOPP Ogde Utah; WVEC Hampton, Va.

EVANS ON LEAVE

First Vacation in 9 Yea

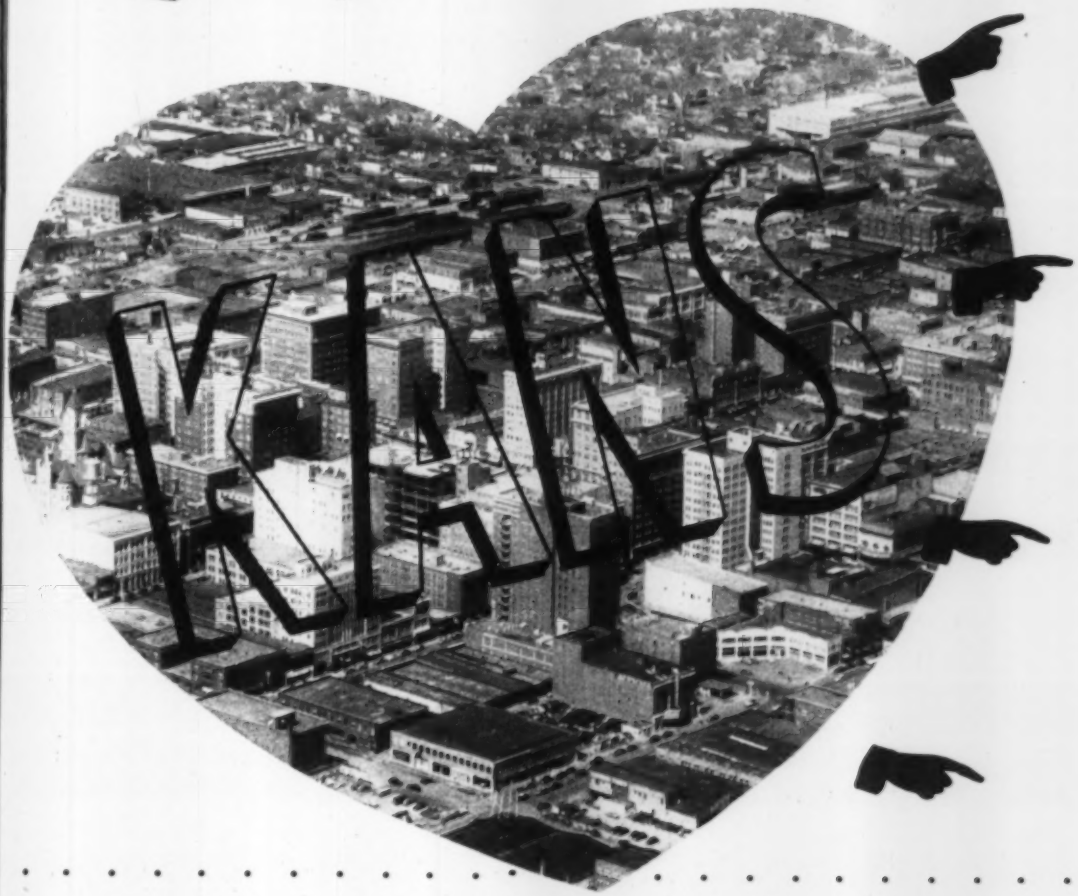
PHIL EVANS, farm service d rector of KMBC-KFRM Kansa City, is on vaca tion, which i news in Kansa City radio circles Mr. Evans ha not missed any o his schedule farm service broadcasts sinc he joined KMB Oct. 1, 1939 un til he began a month's leav Dec. 12. He ha appeared on 8,480 broadcasts.

Mr. Evans

Mr. Evans started with KMB by presenting one morning and tw noon Mon.-Fri. programs, one Sa urday show and one reguar nigh time feature. When KMBC affiliate, KFRM, took the air Dec. 1947, Mr. Evans added several dail features on that station. In addi tion, he has made many personal appearances at farm meetings fairs and other public function connected with agriculture.

WBBM Chicago's documentary series formerly titled *That Men May Liv* has returned to the air as *To Be Con tinued.* A weekly public service fea ture, the series is 15 years old.

Serving the Rich Heart of Kansas



OIL

AGRICULTURE

MANUFACTURING

LIVESTOCK

NOW 5000 WATTS

More than 199,000 stout Kansan hearts beat to the tempo of the Wichita opus. It costs you less per unit to sell the Wichita market because Wichita People are quicker to sense the relationship of quality to value – they're quick to buy because employment continues at top levels in the oil industry, agriculture, manufacturing, and livestock raising – the BIG 4 contributors to steady business everyday in this vital heart of Kansas. Nearly everybody has a hand in Wichita's financial wealth, the extent of which is indicated by check clearings through Wichita banks, amounting to over $1,350,000,000.00 for the first half of 1948. Reach this rich market through KANS, the station with a place in every Wichitan's heart!

5000 WATTS DAY • 1000 WATTS NIGHT

Represented by TAYLOR-BORROFF and CO., INC.

FROM

WBUF

BUFFALO
COURIER
EXPRESS
STATION

5000 WATTS
DAY & NIGHT
AT 970 KC

MUTUAL BROADCASTING SYSTEM
WEED & CO. *Representatives*

In Canada: HORACE N. STOVIN CO.

Commercial

ROBERT MANBY, former manager of WONS Hartford, Conn., has joined Yankee Network, Boston, where he will handle Transit-Radio operations.

ALEX KEESE will rejoin WFAA Dallas, on Jan. 1, 1949, as regional sales director. Mr. Keese was with WFAA until four years ago when he joined Taylor - Howe - Snowden, now Taylor - Borroff Inc., Dallas representative firm.

Mr. Keese

MAITLAND JORDAN, promotion manager at KJR Seattle, has been appointed national sales manager for station. **DON REED,** former editor of *Alaska Life,* takes over Mr. Jordan's post of promotion manager.

KENNETH M. CURTO has been appointed local sales manager for WPRO Providence, R. I. He has been with station for nine years.

JOHN D. GALE, account executive of Paul H. Raymer Co., Los Angeles radio representative, for past two years, replaces **LESTER FOX,** resigned, as manager of office.

DON L. CHAPIN has joined sales staff of WLWT (TV) Cincinnati. He was formerly head of sales at WIMA Lima, Ohio.

HARRISON W. MOORE Jr. has been appointed commercial manager of WBSM (FM) New Bedford, Mass. Station will take air in January 1949.

ROY S. SINOR has resigned as regional sales manager for KROP Brawley, KUCB Blythe and KREO Indio, all California, to join KOPP and KOPP-FM Ogden, Utah, as national sales manager.

JOE MILLER, former commercial manager at KITO San Bernardino, Calif., has joined sales staff of KSDJ San Diego.

ARTHUR H. BERG, former radio program director at MacFarland, Aveyard & Co., Chicago, has joined sales staff of WGN-TV Chicago.

FORJOE & Co., Chicago, has moved its offices from 360 N. Michigan Ave. to 228 N. LaSalle St., Suite 1119. **JAMES R. CONNOR** continues as manager of office.

NIELSEN INDEX

43 Sign in One Month

"CONFIDENCE of leading businessmen in the value of marketing research" is reflected in the increased sale of its index services, the A. C. Nielsen Co., Chicago, reports.

In the month following Election Day, when market research reaction plummeted, 43 new contracts, representing $1,212,180, were signed at the firm's Chicago headquarters. This exceeds new business receipts for "any previous month" in Nielsen's 25-year history. "Individual contracts range in value from "a few thousand dollars" to more than $100,000. Most of the commitments cover two or three-year minimum periods for food, drug, radio and consumer index services.

Reynolds Takes Bowl

THE ANNUAL New Year's Day Cotton Bowl football classic at Dallas, featuring this year a clash between Southern Methodist and Oregon U., will be broadcast via MBS. The R. J. Reynolds Tobacco Co., Winston-Salem, N. C., will sponsor the play-by-play, the ninth consecutive exclusive MBS airing of the classic. Wm. Esty & Co., New York, is the Reynolds agency.

DULUTH IN BOWL

5 Sponsors for Big Game

FIVE Duluth, Minn., business concerns sponsored a direct-wire play-by-play broadcast of the Little Rose Bowl football classic Dec. 11 featuring Duluth Junior College and Compton College on KDAL Duluth. The game was played at Pasadena, Calif., and Don Dahl, KDAL sports announcer, gave the running account.

Mr. Dahl

Sponsoring firms include Andresen-Ryan Coffee Co., the Duluth Clearing House Assn., Duluth, Mesabi and Iron Range Railroad, Minnesota Power & Light Co. and the Coolerator Co.

Big community-wide promotional effort preceded the selection of the Duluth college as one of the Little Rose Bowl competitors this year. Duluth stations KDAL WREX WDSM WEBC, newspapers and civic groups helped to raise the $8,400 contributed by residents of the Duluth-Superior area to win a Little Rose Bowl bid for the college and to send the team to Pasadena.

A prime mover in the promotional campaign was Mr. Dahl, who made extensive use of the KDAL mobile sound truck for the "On to Pasadena" drive. Duluth got its Little Rose Bowl bid after winning the North Junior College Conference championship for the third consecutive year.

RADIO AWARDS

Peabody Entry Received

THE FIRST ENTRY for a 194[illegible] George Foster Peabody Radio Award in the field of public service by a local station has been submitted by WDSR Lake City, Fla. Dean John E. Drewry of U. of Georgia's Henry Grady School of Journalism announced.

Owen W. Parnacott, WDSR program director, indicated the entry was based on the station's activity in promoting a community recreational and camping program for Lake City's children.

The awards are presented annually to radio stations and programs having made outstanding achievements in the various fields of broadcasting activity. The total number of prizes was raised this year to eight, with the addition of an award for "the most outstanding program promoting international understanding.

Other Awards

Other prizes will be presented to the program or series by a regional station making an exceptional contribution to the welfare of the community or region the station serves; the program or program series by a local outlet making a similar contribution to its community; outstanding reporting and interpreting of news, entertainment in drama; entertainment in music, educational program and children's program.

"Listening posts," committees of prominent citizens in key cities, have been keeping records of accomplishment and are preparing their recommendations for final consideration. Recommendations may also be made by stations, networks, radio editors of newspapers or magazines or any interested person or organization.

The awards, presented each spring at a New York City meeting of radio stars and executives, are administered by the Henry W. Grady School of Journalism.

Transcriptions, scripts and general information should be sent to Dean Drewry at the university's school of journalism. Deadline for entries is Jan. 8, 1949.

WNBC Award

(See Radiorama, page 38)

FOR LAUNCHING National Youth Month last September with an all-day "Salute to Youth," WNBC New York has been awarded a citation by the National Conference on the Prevention and Control of Juvenile Delinquency. Citation was presented to Thomas B. McFadden, station manager, by G. Howland Shaw, chairman of the conference, at a symposium at Washington's Mayflower Hotel. An album of transcriptions of the program was presented by Mr. McFadden to President Truman.

Video Report

(Continued from page 31)

gration as it does on what is en or heard."

Discussing television spot announcements, the report states:

"The one-minute announcement fers the advertiser the best opportunity to do a strong selling b but, like its counterpart in dio, the placing of these spots in xtaposition to a good program is coming difficult.

"Most stations now limit spot nouncement availabilities to 20- 30-seconds during the prime ewing hours of 7:30-10:30 p.m. ith the growth of TV network erations, the 20-second announcement is obviously going to fer the greater audience availaility.

"Many advertisers are now proing spots so arranged that they ay be adapted to 20-, 30-, or 60-cond versions. The successful oduction of commercial spots of ly 20-seconds length is going to pose hard work and keen judgent on the part of advertisers d their agencies. As a matter fact, it is questionable whether me products lend themselves to is brief form.

20-Second Spot

"Many stations sell the 20-sec- station break spot only as a -called 'service spot'—that is, ther time or weather. Unless e advertiser's product is definite- tied up with time or weather, is can be a little absurd—and is erated by the advertiser in der to get the spot.

"Just why some stations have tablished this absurd restriction unknown, unless it is a thin cuse to allow chain breaks, when dio (particularly networks) has en so vehement in its denunciaon of the 'parasitical spot'."

What to do about programs is ll the major problem for the vertiser in television as it was st year, the agency points out introducing a section of its port devoted to programs.

This section discusses the growg popularity of studio programs, rticularly of variety shows ich have gone ahead rapidly ce the dropping of the AFM on the use of live musicians television, and the changes durg 1948 in sports, news, audience rticipation and service proams, as well as in the use of tion pictures in television.

The 1948 report on television so gives the latest statistics on e number and distribution of deo stations and receivers, the network situation and outlook, e number and types of advertisers using this new medium and an alysis of facilities costs.

It concludes with a look at ulfax, which, it says, "may well mbine with regular television to et all our present day methods distributing printed matter—luding advertising copy."

DURR'S NEW ROLE

Appears Before FCC as ACA Attorney

CLIFFORD J. DURR, former FCC member, made his first Commission appearance as a private attorney last Wednesday, but withdrew after opposing counsel protested.

Mr. Durr

He appeared as an attorney for the American Communications Assn. (CIO). The hearing was FCC's investigation of a merger of operations of the American Cable & Radio Corp. Mr. Durr came armed with an FCC waiver of its rule prohibiting former members to appear for two years in any case they handled while on the Commission.

But James A. Kennedy, AC&R attorney, objected to his participation on grounds that the case had its inception while Mr. Durr was on the Commission.

Mr. Durr contended he had never taken a position on the case during his commissionership, and, in effect, that it didn't actually become a "case" until after he left, since the Commission did not call the hearing until after his term expired last June 30.

He said he saw nothing improper in his participation and that, further, he had been given advance approval by Edward K. Wheeler, partner and son of Burton K. Wheeler, counsel for AC&R's parent company, International Telephone & Telegraph Corp.

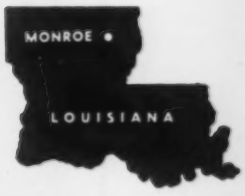
Comr. Paul A. Walker, presiding, ruled that Mr. Durr was properly in the case; but Mr. Durr, saying he wished to avoid any possibility of embarrassing the Commission by remaining, withdrew voluntarily.

College TV Series

BELIEVED to be the first weekly video series by an American university, *The Johns Hopkins Science Review*, was inaugurated on CBS-TV last Friday, 9-9:30 p.m. The programs, presenting scientific laboratory demonstrations, are telecast over the network via WMAR-TV Baltimore. The series will not be aired on Christmas or New Year's eves.

Know how they do it in Monroe?

HERE the music is both sweet and hot. KMLB serves a 223 million dollar market encompassing 97,410 radio homes—all within KMLB's one milevolt contour. This area includes 17 parishes in Northeastern Louisiana and 3 counties in Arkansas.—And when it comes to radio listening, the important thing to know is that KMLB is the TUNED-IN station in these parts.



KMLB

MONROE, LOUISIANA

★ TAYLOR-BORROFF & CO., Inc.

National Representatives

★ AMERICAN BROADCASTING CO.

5000 Watts Day • 1000 Watts Night

HAS MORE LISTENERS IN NORTHEASTERN LOUISIANA THAN ALL OTHER STATIONS COMBINED

FM DELETIONS

Four Get FCC Approval

FOUR FM stations were granted deletion of their authorizations last week by FCC. All were requested by the station permittees.

Yankee Network Inc., New England regional network and operator of several AM and FM stations, turned in its construction permit for WONS-FM Hartford, Conn., where it owns WONS, AM outlet. No reason was given. Yankee earlier had relinquished its authorization for WMNE, Yankee's FM outlet on top of Mt. Washington, N. H., which had been given up in late September [BROADCASTING, Oct. 4].

Jackson Broadcasting Co., Jackson, Tenn., turned in its CP for WJKX there because the cost of construction would not be justified by the probable income, it stated. Firm had withdrawn its AM application because of what it termed changed conditions in the local broadcasting situation, FCC indicated.

Trent Broadcasting Corp., owner of WTTM Trenton, N. J., gave up its permit for WTTM-FM due to the delay in receiving approval for its proposed television outlet there. Trent indicated it planned a combined FM-TV operation.

WJZM-FM Clarksville, Tenn., was dropped by Elmer T. Campbell and John P. Sheftall, operators of AM outlet WJZM Clarksville. FCC stated WJZM did not believe it economically sound to undertake the investment required for a first class FM station.

Upcoming

Jan. 3: FCC Hearing on Station Representation resumes, FCC Hdqrs., Washington.
Jan. 10-11: NAB Engineering Executive Committee, NAB Hdqrs., Washington.
Jan. 15: All-Radio Presentation Committee, New York.
Jan. 17: Multiple Ownership, oral argument, FCC Hdqrs., Washington.
Jan. 21-23: CBS Television Clinic, Waldorf-Astoria Hotel, New York.
Jan. 24: Wander Co. Hearing before FTC continued, Washington.
Jan. 25: Academy of Television and Sciences annual award banquet and seminar, Athletic Club, Hollywood.
Feb. 8: Hearing on Motions of American Tobacco Co., Washington.
Feb. 14-16: NAB Board of Directors meeting, Roosevelt Hotel, New Orleans.
March 7-10: IRE national convention, Hotel Commodore and Grand Central Palace, New York.

AM GRANTS

Dunkirk Gets Fulltimer

NEW FULLTIME standard station and improved facilities for four existing AM stations were granted last week by FCC.

Dunkirk Broadcasting Corp., Dunkirk, N.Y., received construction permit for new outlet on 1410 kc with power of 500 w, fulltime, and directional antenna at night. Dunkirk is composed of 22 stockholders, all area businessmen. Principals are: Alois A. Schmidt, trainee at WJTN Jamestown, N.Y., president and 28% owner; Paul Renckens, in dairy business, vice president 4%; Robert M. Waite, musician and bookkeeper, secretary 20%; Gerald Dash, steel contract estimator with Allegheny Ludlum Steel Co., treasurer 10%.

KWBB Wichita, Kan., was granted switch from 500 w day on 1420 kc to 1 kw fulltime on 1410 kc, directional day and night.

KMAE McKinney, Tex., received power boost from 500 w to 1 kw, operating daytime on 1600 kc.

WSTS Southern Pines, N.C., was granted increase in power from 250 w to 1 kw, operating daytime on 990 kc.

WSVS Crewe, Va., was granted switch in frequency from 650 kc to 800 kc. Power is 1 kw, daytime only.

KFYR s coverage IS terrific -- but that's only part of our sales-making impact. KFYR is the Number One station . . . in the Number One agricultural state in the union. North Dakota leads ALL other states in increase in per capita income since 1940 . . . a juicy 356% as against the national average of 130%.

KFYR 550 KC 5000 WATTS NBC AFFILIATE REP. JOHN BLAIR

Bismarck, North Dakota

PAPER FAVORED

In Belleville, Ill., Case

NEWSPAPER applicant — Belleville, Ill., *News-Democrat*—was favored by FCC last week over non-newspaper applicants in proposed decision for new AM station in Belleville. The *News-Democrat* would receive facilities of 1 kw fulltime on 1260 kc, directional.

Concurrently the Commission had reported a final decision to deny request of Times Pub. Co., Erie, Pa., for new AM station there on 1400 kc, 250 w fulltime, while granting competitor Erie Broadcasting Co. (See story page 82).

In the Belleville case, FCC proposed to deny application of Hobart G. Stephenson Jr. for 250 w fulltime on 1230 kc in St. Louis on engineering grounds and to deny the request of WTMV East St. Louis, Ill., to switch from 250 w fulltime on 1490 kc to 1 kw on 1260 kc. Mr. Stephenson seeks facilities being relinquished by WIL St. Louis, holder of construction permit for switch to 5 kw on 1430 kc.

The *News-Democrat* bid was favored since Belleville has no local fulltime facility while East St. Louis has one, WTMV, and St. Louis has many. Although Belleville and East St. Louis are both part of the St. Louis metropolitan area, and both receive multiple services from St. Louis, Belleville was found to be a separate economic and political community. It also is county seat of St. Clair County, which includes East St. Louis. Belleville now has a daytime only station, WIBV. It operates with 250 w on 1060 kc.

Regarding the newspaper issue, FCC concluded it is not applicable in this case because Belleville has a competing paper, the *Daily Advocate*, which is of opposite editorial policy. Three St. Louis dailies also circulate there in addition to the many radio services available. Richard P. Kern, who with his brother Robert L. Kern owns the *News-Democrat*, holds 32% interest in the *Advocate* but has no voice in its operation.

The Commission denied the request of Mr. Stephenson because his proposed station would fall far short of satisfying the FCC standards on interference-free service in metropolitan areas. Although it would compare with the operation WIL is relinquishing, FCC pointed out WIL was on the air before the regulation. FCC indicated it did not feel obligated to "perpetuate this inadequate coverage." Mr. Stephenson is chief engineer of WCNT Centralia, Ill., owned by his father.

FCC found that the proposed Belleville grantee also would not fully meet the standards on metropolitan area interference-free service, but this would be outweighed in supplying the new local fulltime facility.

Sunoco Show Salutes

AS CHRISTMAS salute to soldiers at Walter Reed Hospital, Washington, D. C., NBC's *Three-Star Extra* was presented last Monday night from the Army hospital. Commentators Ray Henley, Ned Brooks and Felix Morley also participated in a special post-broadcast entertainment. Show is sponsored by Sun Oil Co., Philadelphia.

WPAT, FM SALE

Paper Buys 90% Interest

SALE OF 90% interest in WPAT Paterson, N. J., and associated FM station WMNJ by Donald Flamm and James V. Cosman to the *Passaic Daily News* was approved last week by FCC. Consideration is $527,400.

Mr. Flamm, former owner of WMCA New York, sells his entire 50% holding in WPAT while Mr. Cosman sells 40% of his 50% interest to the *Daily News*. The newspaper is controlled by the Dow H. Drukker family. The paper is owner of WWDX (FM) Paterson.

Other transfers approved by the Commission included WBVP Beaver Falls, Pa.; KFVS and KFVS-FM Cape Girardeau, Mo., and WISC Madison, Wis.

Details of the transactions follow:

WPAT WMNJ Paterson, N. J.—Granted transfer of control of North Jersey Broadcasting Co. Inc., licensee, through sale by Donald Flamm of his 50% interest and by James V. Cosman of 40% of his 50% interest to The Passaic Daily News. Consideration for the 90% holding is $527,400. Paper is controlled by Dow H. Drukker family and operates WWDX (FM) Paterson, to be given up. Mr. Cosman is to remain with WPAT, which operates daytime on 930 kc with 1 kw power.

WBVP Beaver Falls, Pa.—Granted assignment of license from Frank R. Smith Jr. to WBVP Inc., new firm in which he holds majority interest. Corporation is composed of following: Mr. Smith, president and 60% owner; Lillian M. Smith, his wife, secretary 10%; Thomas B. Price, WBVP sales manager, vice president 20%; and Charles Onderka, WBVP auditor-bookkeeper, treasurer 10%. Mr. Price pays $10,000 for his interest and Mr. Onderka $5,000. WBVP is assigned 250 w fulltime on 1230 kc.

KFVS KFVS-FM Cape Girardeau, Mo.—Granted assignment of license for AM and CP for FM from Hirsch Battery and Radio Co. to Hirsch Broadcasting Co. Oscar Hirsch continues as sole owner. Corporation was formed to separate his business interests. He is also licensee of WKRO Cairo, Ill. and 85% owner of KFMO Flat River, Mo. KFVS is assigned 1 kw day, 500 w night on 960 kc.

WISC Madison, Wis.—Granted transfer of control of Radio Wisconsin Inc., licensee, through transfer of 49.5% interest from Central Broadcasting Co. to Evening Telegram Co., Duluth. Central Broadcasting Co. is licensee WEAU Eau Clair, Wis. Morgan Murphy and his wife control 54% of Central Broadcasting. Through individual holdings and Central they own 64.8% of WISC (before transfer). Mr. Morgan is 77.2% owner of the Evening Telegram. WISC is assigned 1 kw fulltime on 1480 kc.

Feltis Son

HUGH FELTIS, BMB president, became the father of a boy, Edward H. Feltis, on Dec. 11. He is the Feltis' third child and first son.

FM GRANTS

29 Actions Taken by FCC

NINE FM construction permits, eight of them for Class B stations, were granted Dec. 15 by the FCC *en banc*.

The Commission also granted FM CPs to seven outlets, in lieu of previous conditions, and restored FM CPs to five existing stations.

The Commission adopted an order setting aside its Class B conditional grant to WRDW-FM Augusta, Ga. The grant had been subject to the condition that the antenna site and construction be approved by the CAA. The application, FCC said, was dismissed for failure of prosecution. The assignment for WRDW-FM was Channel 254 (98.7 mc) with effective radiated power of 20 kw.

CPs Issued

FM construction permits issued and facilities were:

KXOA-FM, Sacramento Broadcasters Inc., Sacramento, Calif.—Class B, Channel 300 (107.9 mc), ERP 13 kw, antenna 170 ft., conditions.

KFEL-FM, Eugene P. O'Fallon Inc., Denver, Col.—Class B, Channel 247 (97.3 mc), ERP 8.5 kw, antenna 115 ft., conditions.

WKER, Waukegan Broadcasting Corp., Waukegan, Ill.—Class A, Channel 224 (92.7 mc), ERP 1 kw, antenna 250 ft.

KCON, Continental Broadcasting Co., Atlantic, Iowa—Class B Channel 293 (106.5 mc), ERP 20 kw, antenna 300 ft., conditions.

WDUK-FM, WDUK, Inc., Durham, N. C.—Class B, Channel 293 (102.5 mc), ERP 20 kw, antenna 300 ft., conditions.

WCPO-FM, Scripps-Howard Radio Inc., Cincinnati—Class B, Channel 286 (105.1 mc), ERP 10 kw, antenna 650 ft., conditions.

KBMA, First Baptist Church of Beaumont, Beaumont, Tex.—Class B, Channel 300 (107.9 mc), ERP 2.9 kw, antenna 320 ft.

KBUK, Buckner Orphans Home, Dallas, Tex.—Class B, Channel 300 (107.9 mc), ERP 3 kw, antenna 390 ft.

KSSB, San Antonio Baptist Assn., San Antonio, Tex.—Class B, Channel 289 (105.7 mc), ERP 2.9 kw, antenna 270 ft.

The following stations were granted the indicated changes over previous conditions:

KFAC-FM Los Angeles—To change power from 270 kw to 58 kw and antenna from 2,100 to 2,700 ft.

WWNI Wabash, Ind.—To change power from 31 to 71 kw and antenna from 350 to 290 ft.

WROK-FM Rockford, Ill.—To change power from 17 to 16 kw and antenna from 100 to 300 ft.

KWOW Omaha, Neb.—To change power from 42 to 51 kw and antenna from 550 to 540 ft.

WHDL Allegany, N. Y.—To change antenna from 800 to 830 ft.

WRHI-FM Rock Hill, S. C.—To change power from 2.1 to 9.4 kw and antenna from 285 to 310 ft.

WAUX-FM Waukesha, Wis.—To change power from 190 to 235 w.

New construction permits to replace expired permits were issued to the following:

WKAR, Michigan State College, East Lansing, Mich.—Channel 213 (90.5 mc), ERP 8.8 kw, until Jan. 27, 1949; old expiration date June 15, 1948.

WCTF, The Board of Directors of the Chicago Theological Seminary, Chicago—Channel 210 (89.9 mc), ERP 75 kw, until April 14, 1949; old expiration date April 14, 1948.

KOPP-FM, James B. Littlejohn, Ogden, Utah—Channel 280 (103.9 mc), ERP 1 kw, until Feb. 12, 1949; old expiration date Sept. 12, 1948.

WOMI-FM, Owensboro Broadcasting Co. Inc., Owensboro, Ky.—Channel 223 (92.5 mc), ERP 60 kw, until April 24, 1949; old expiration date Oct. 24, 1948.

KRUZ-FM, Monterey Bay Broadcasting Co., Santa Cruz, Calif.—Channel 299 (107.7 mc), ERP 3.5, until April 24, 1949; old expiration date Oct. 24, 1948.

STATION SALES

Four Ask Approval

SALE of WTRR Sanford, Fla., by James S. Rivers to Myron A. Reck for $50,000 was disclosed last week in application filed with FCC for approval. Mr. Rivers desires to devote fulltime to his WMJM Cordele, Ga. Mr. Reck was formerly with WCFL Chicago.

Approval of the Commission also is sought for transfers involving WHOL Allentown, Pa.; WCNU Crestview, Fla., and WOOF Dothan, Ala. Details of the transactions follow:

WTRR Sanford, Fla.—Assignment of license from James S. Rivers tr/as Southeastern Broadcasting System to Myron A. Reck d/b as Radio Station WTRR for $50,000. Mr. Rivers wishes to devote full time to his other station, WMJM Cordele, Ga. Mr. Beck with Homer D. Morrow had received FCC consent to purchase WWXL Peoria, Ill., but deal was not consummated, application said. Mr. Beck formerly had been with WCFL Chicago. WTRR is assigned 250 w on 1400 kc, fulltime.

WHOL Allentown, Pa.—Relinquishment of control by Lewis and Cora G. Windmuller, owners of 201 shares (57.4%), through issuance by Allentown Broadcasting Corp., licensee, of 150 shares new stock to George D. Gartland for $15,000. Mr. Gartland is permittee of WSLN Ft. Lauderdale, Fla., and holds 25% interest in WARD Johnstown, Pa., and 24% in WVAM Altoona, Pa. WHOL is assigned 250 w on 1230 kc.

WCNU Crestview, Fla.—Assignment of license from Cyril W. Reddoch and L. Burson Whittington d/b as Gulf Shores Broadcasting Co. to Mr. Reddoch and two others for $12,500. Mr. Reddoch retains 50% interest while Mr. Whittington sells his 50% holding equally to John B. McCrary, WCNU general manager, and D. G. O'Neal, station's commercial manager. WCNU is assigned 1 kw day on 1010 kc.

WOOF Dothan, Ala.—Assignment of license from R. A. Dowling Jr. and Owens Fitzgerald Alexander d/b as Dowlander Broadcasting Co. to Mr. Dowling as individual. Mr. Dowling acquires 50% interest of Mr. Alexander for $2,500 plus assumption of latter's share of station obligations, about $15,000. Mr. Alexander wishes to withdraw to become program director of WSAV Savannah, Ga. WOOF is assigned 1 kw day on 560 kc.

RADIO WRITERS

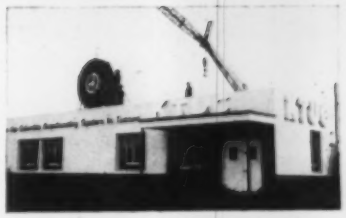
Freelance Pact Reached

DISCUSSIONS to reach a contract for the first time for freelance radio writers have been successfully concluded except for minor details, according to a joint statement by Austin M. Fischer, chairman of the management committee, and Roy Langham, national executive secretary of the Radio Writers Guild.

The industry committee represented advertising agencies, independent package producers and sponsors. Important details of the agreements, which are expected to take about a month to draft, will be the same for the various industry segments represented.

The agreements verbally reached are said to cover rights, and minimum fees. Biggest hurdle to be cleared was the question of whether the writers would be permitted to retain rights to their scripts which they formerly relinquished. It is understood that the writers won concessions in this direction.

Next step after putting the terms down in writing will be to submit the drafts to members on both sides for ratification.



STUDIOS of KTUC Tucson, Ariz., receive a face lifting with the addition of an eight-foot Bulova clock to the roof. Station held a cocktail party to dedicate the timepiece, inviting all the Bulova dealers in Tucson. Clock was unveiled and turned on by Tucson's Mayor Houston.

POLK SUCCESSOR

Kendrick Is Named by CBS

ALEXANDER KENDRICK has been appointed Near East correspondent for CBS, with headquarters in Ankara. He succeeds the late George Polk.

Mr. Polk's death, and its mysterious circumstances, is still being investigated by American and Greek authorities. Winston Burdett and John Secondari, CBS newsmen, are also continuing the independent investigation instigated by the network.

Veteran newsman and radio reporter, Mr. Kendrick has been CBS Vienna correspondent for the last several months.

STOOKEY'S QUIZ

Winner Gets Money Bucket

THE RIGHTFUL owner of a bucketful of Uncle Sam's currency, found by an elderly Missouri hunter, can regain same by contacting Charley Stookey, farm editor for KXOK St. Louis.

After discovering the money, which included some $50 bills, in a pile of driftwood near the mouth of the Missouri River, the hunter, Fritz Boedefeld, wrote a letter to Mr. Stookey asking him to locate the owner. Mr. Boedefeld, however, is making sure that only the real owner gets the bucket and its contents, which is enough to represent someone's life savings. He is using the quiz program idea to locate the owner.

If anyone wants to prove that he is the rightful owner, four questions must be answered: "How much money is in the bucket?" "What kind of string was used to tie up the rolls of bills?" "In what town was the newspaper they are wrapped in printed?" "What color is the inside of the bucket painted?"

Mr. Boedefeld has deposited the money in a bank for safe keeping until one of Mr. Stookey's listeners can come up with the correct answers to his quiz.

Local residents with a buying power 'way above the average... visitors from everywhere...retail sales that are holding their own...and, increased employment over a year ago – these are the factors that make Florida's lower east coast its No. 1 market! And, we have the listeners, too...just check B. M. B. and Hooper!

WIOD
FIRST IN MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC

All WIOD-AM programs are duplicated on WIOD-FM without extra cost to advertisers

PRE-CHRISTMAS
England Greets via NBC

PREMATURE but sincere Christmas greetings spanned the Atlantic from England to America Sunday via NBC coast-to-coast.

Last month Mr. and Mrs. Arthur Butler of London addressed a letter to "NBC—USA," asking the network to forward their good wishes to American soldiers whom they entertained during the war in their British home. They asked also that "Auld Lang Syne" be played.

I. E. Showerman, NBC vice president in charge of the Central Division, who received the letter, directed that the song be aired last Sunday on Dave Garroway's program (10:30 p.m. CST).

Joseph Gallicchio and his orchestra played the music, Mr. Garroway (a Navy veteran) read the Butler's letter, and a transcription of the show was sent to the couple as a return greeting.

ADDRESS delivered by Col. Robert R. McCormick, editor and publisher of the *Chicago Tribune*, on the Nov. 6 *Chicago Theatre of the Air* over WGN Chicago and Mutual will become a part of the permanent records of the Class of 1926 of the U. S. Naval Academy. Entitled "Take Her Down!", the speech cited three naval officers who died on duty.

FM PROMOTION
FMA Lays Plans For 1949

PROMOTION of FM will enter a new phase under FM Assn. direction, concentrating on public acceptance, Everett L. Dillard, WASH Washington, said following the joint FMA meeting with FM station owners of the Inland Daily Press Assn. in Chicago Dec. 10-11 [BROADCASTING, Dec. 13].

An FMA board member, Mr. Dillard said the board had adopted a flexible 1949 budget permitting use of more funds for promotion, with a reserve fund established.

"FMA must get to the public," Mr. Dillard said, pointing to the 3,000,000-plus FM receivers in listeners hands. Among promotional measures will be local campaigns by stations as well as national drives. He said FM has been sold as a technical medium, and now must be sold as a business medium.

Cordial Relations

Mr. Dillard, also a member of the NAB board representing FM stations, foresees cordial relations between the two associations, with NAB doing the overall industry job and FMA serving strictly as a promotional agency. No negotiations for merger have been held as in the case of NAB and Television Broadcasters Assn., he said, in discussing relations of the two associations, but the two groups are coordinating better.

Members of the Inland press group are forming a committee to discuss FM promotion with FMA, following the two-day Chicago meeting. Member IDPA members point out that newspapers have been in existence for hundreds of years but are still promoting extensively. They pointed out that any growing business or organization must keep on promoting.

William E. Ware, FMA president, who called the joint meeting, staged a demonstration of program service of Western FM Network. The network's inaugural program was fed to the Chicago meeting via WEAW Evanston, with each station along the route signing off in order.

Mr. Ware complained that AT&T refused to lease a segment of land line to plug a gap in the rebroadcast relay used by Western, claiming the company insisted he use land lines for the whole network if it desired the link. The FMA board directed Leonard H. Marks, general counsel, to investigate and take "appropriate action."

The board adopted unanimously a resolution opposing merger with any other organization. Text of the resolution follows:

WHEREAS there exists a continuing need for a strong promotional organization to further the specific interests of FM broadcasting, and
WHEREAS this need brought about the formation of the FM Association, now therefore
BE IT RESOLVED that the FM Association Board of Directors go on record in favor of expanding the promotional activities of the Association, and
BE IT FURTHER RESOLVED that the Board unanimously oppose a merger with any other organization.

Resolution to FCC

Another resolution instructed Mr. Marks to prepare a resolution for the FCC reciting FMA's stand in favor of granting low-powered FM stations to church groups, using the present 88-92 mc educational band.

Named to the FMA budget committee were Ben Strouse, WWDC-FM Washington, chairman; Frank A. Gunther, REL New York; David G. Taft, WCTS Cincinnati; Edward Wheeler, WEAW.

Among speakers at the joint meeting were Edwin H. Armstrong, inventor of FM; Frank E. Pellegrin, national sales manager of Transit Radio and R. E. Lindgren, president of Store Broadcasting Service, Chicago.

In explaining his plan to compete with wired music services through FM, Mr. Lindgren drew objections from some of the FM broadcasters who objected to omission of commercials by use of supersonic devices on sets in public places. Several observed that their main purpose is to reach as many listeners as possible with sponsors' messages.

CBS NEWSCAST for Procter & Gamble Co. takes on father-and-son touch as Lowell Thomas Jr. (l) is interviewed by his famous Dad, Lowell Sr. Broadcast afforded one of the rare occasions the two Thomases have been photographed together. Lowell Jr. is a world traveler in his own right.

SERVICE BIDS
Contract Costs Revised

A NEW SECTION of the Armed Services Procurement Regulation dealing with allowable costs in cost type contracts for the Army, Navy and Air Force has been adopted by the three departments after coordination by the Munitions Board, it was announced last Wednesday.

Developed by the Armed Services Audit Coordination Committee, headed by Rear Admiral Frank Baldwin, the new section is based upon the principle that reasonable and necessary costs of performance should be allowed.

Among the four major items now permissible, but previously not allowable in computing contract costs, is advertising in trade and technical journals.

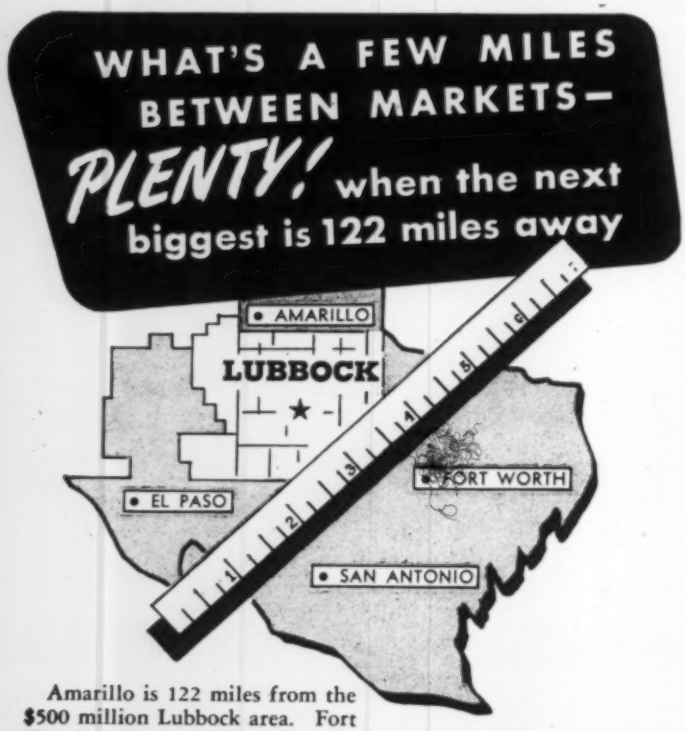
Adm. Baldwin described the new section as "a little more favorable to advertising than it was during World War II." He said that none of the advertising benefits allowable during the last war had been lost.

The section does not apply to general competitive bid contracts. It becomes mandatory on Feb. 1, 1949, for all cost-plus contracts for which radio advertising was not allowed during World War II, Adm. Baldwin said.

Adoption of the section is described as a further step in the development of uniform procurement regulations for all three departments, officials explained.

Taishoff Speaks

REGULAR meeting of the Chicago Radio Management Club Dec. 1 was highlighted by an address by Sol Taishoff, editor and publisher of BROADCASTING. Mr. Taishoff spoke on "Radio—Horizons Unlimited." Largest turnout in the history of the club was reported.



Amarillo is 122 miles from the $500 million Lubbock area. Fort Worth 290 . . . El Paso 380. In Texas distances are vast, community interest strong. It takes KCBD — programmed for the 396,000 South Plains folks — to sell this 30-county area. *More* local merchants use KCBD than use the other two stations *combined*. It *sells* in the South Plains.

KCBD
1000 WATTS UNLIMITED
LUBBOCK, TEXAS
Joe H. Bryant, Gen. Mgr.
A Mutual Station
Rep. by JOHN E. PEARSON CO.

WEATHER FAX

WGHF-FM Transmits Official Maps

FIRST transmission via facsimile of an official U. S. weather map, was made last Monday night by WGHF-FM New York. Establishing what it hopes will continue as a regular public service feature, the FM station, in cooperation with the U. S. Weather Bureau, will transmit the maps daily at 5:55 a.m. and 9:35 p.m.

Monday night's broadcast was recorded in the offices of the New York City Board of Transportation, the first organization to make official use of the service. The station, owned by Capt. William G. H. Finch, USNR, will also interrupt by signal regular FM broadcasts to present special facsimile bulletins and maps when conditions so necessitate.

According to Capt. Finch, interest has already been expressed in possible sponsorship of the weather map broadcasts which can be of considerable aid to transportation companies, common carriers, shipping outfits and farmers in the Rural (FM) Radio Network area, which also receives the service.

Later, Capt. Finch hopes to transmit the maps via multiplex, so that voice and pictures are sent simultaneously, and those with FM receivers who do not also own facsimile recorders, will receive a complete oral report, without interruption of FM service.

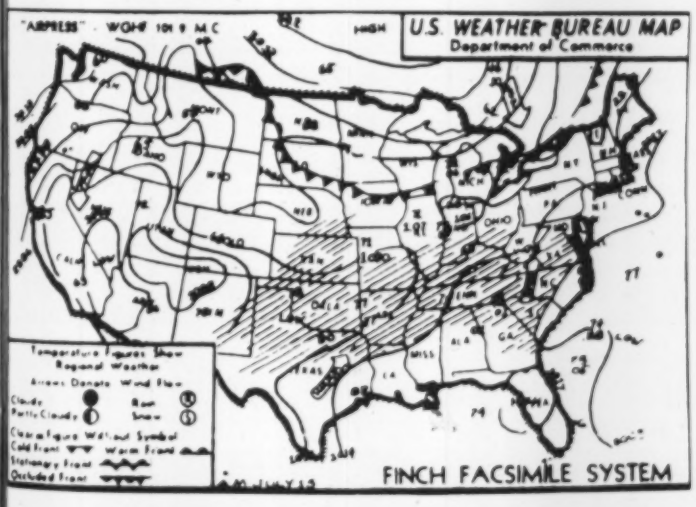
Capt. Finch, designer of the Weatherfax, an adaptation of the original facsimile, said to be more effective in recording such pictures as weather maps and similar charts, explained that such reports will be received by facsimile machines of any type.

Transportation officials in New York said that the facsimile system would be tested to establish more effective co-ordination between the weather bureau and the transit system, in an effort to avoid emergencies like those that resulted from the snowstorm of last Dec. 26.

If weather transmission by facsimile proves successful, the system may be installed throughout the transit system for transmission of messages of various types.

The facsimile weather service is also planned for Chicago [BROADCASTING, Nov. 15].

* * *



Reproduction of map sent by Fax.

IRE 1949 MEET

March 7-10 in New York

THE INSTITUTE of Radio Engineers will hold its 1949 national convention March 7 to 10, 1949, at New York's Hotel Commodore and Grand Central Palace.

"Radio Electronics—Servant of Mankind" will be the theme of the technical sessions, social events and manufacturers' exhibits.

Every aspect of electronics, including studies of nuclear energy, loran, radar, aural radio and television, will be discussed as well as many new developments as yet unknown to the layman.

Conclave will be launched by a get-together cocktail party, a luncheon to honor the IRE's incoming president, Stuart L. Bailey, and the annual banquet, at which the 31 members newly elevated to the fellowship will be welcomed.

STAFFERS BLEED

CBS Forms Blood Bank

CBS is really getting blood from its hard-working staffers. On Wednesday, Dec. 15, a blood reserve system for its own personnel and their families got underway.

In cooperation with the Red Cross, a Columbia blood bank is being collected to which all members of the organization are being urged to contribute.

The Red Cross mobile unit was at Studio 3, 21st floor, CBS Bldg., at 245 Madison Ave., 11 a.m.-4 p.m. Wednesday. The bank will be resupplied after a year.

WAR RADIO BAN

Unlikely Under NSRB Plan

THE EMERGENCY powers law recommended by the National Security Resources Board to President Truman Dec. 10 does not prescribe a war muzzle for the nation's radio industry and press, an informed source revealed last week.

A section on censorship of communications calls for mandatory censorship only of transmissions to or from this country. Domestically, the World War II voluntary censorship system would be in effect for radio stations, newspapers and publications, according to authoritative reports.

An outline of eight reports on legislation required to install the 20-point program was orally presented to President Truman and Cabinet members at an earlier date than had been originally intended [BROADCASTING, Dec. 13]. This was regarded in official circles as a tribute to NSRB Chairman Arthur M. Hill, whose resignation became effective last Wednesday.

Mr. Hill during his service on the board was on leave of absence from his position as chairman of the executive committee and director of the Greyhound Corp. He learned the day before the program was presented at the White House that he had been elected a director of the International Telephone & Telegraph Corp.

John R. Steelman, Presidential advisor, has been named acting director of NSRB until a permanent appointment is made by President Truman.

NSRB proposals will be presented in written form to the President early in January. If the recommendations are accepted, President Truman will seek Congressional approval of them.

The program includes many measures on the books during World War II. The bulk of these were repealed in the postwar period. The basic aim is to reinstall these legislative measures, such as priorities, so they will be in effect when and if an emergency occurs.

WNAG GRENADA

Construction Work Begun

CONSTRUCTION has begun on WNAG Grenada, Miss., and is expected to be completed within 60 days. An affiliate of Mid-South Network, it will operate with 250 w unlimited on 1490 kc. Licensee is Birney Imes Jr., of Columbus, Miss.

Studios, offices and transmitting plant will be on the ground floor of Grenada's Hotel Barwin. The station will use RCA equipment and will be affiliated with MBS and the Keystone Broadcasting System as well as Mid-South.

Station manager is Monroe Looney, a member of Mid-South's engineering staff for eight years. His wife, Barbara Looney, will handle traffic and secretarial work.

There are no fool-proof, surefire TV program formats.

There are no "reasonable facsimiles" or short cuts borrowed directly from radio or any other medium.

There are no "experts", ready with all the answers.

BUT...

There *is* an imperative need for program producers who can help to advance TV program standards and build viewer interest.

There *is* unlimited opportunity for show-wise, picture-sensitive men and women *trained in television.*

There *is* a place to get such training (if you plan to work in television) or to hire such trained personnel (if you're a TV station operator, or CP holder).

TWIN CITY TELEVISION LAB
(DIVISION OF BECK STUDIOS, INC.)

Completely TV Camera Equipped Ample training space (11,000 sq. ft.) Large studio lab (40 x 60 ft.) TV-experienced staff, headed by E. S. "Bill" Colling, formerly senior TV director, NBC New York.

Training available to veterans under GI Bill. For details write *Twin City Television Lab, Lyceum Theatre, Minneapolis, Minn.* Next sessions start December 27th.

DuMont

(Continued from page 21)

plications as proposed—two filed by DuMont and three by Paramount subsidiaries—would ease the competition for already scarce channels in four of the five cities involved, although hearings would still be necessary in three. Applications which would be dismissed under FCC's proposal:

Paramount Television Productions' bid for San Francisco (where there are four other applicants for two channels and the hearing has already been completed); United Detroit Theatres in Detroit (one channel, one other application, hearing completed); New England Theatres in Boston (seven other applications, one channel); and Allen B. DuMont Labs in Cleveland (four other applications, two channels) and in Cincinnati (one channel, no other applications).

The Commission did not undertake to rule whether Paramount controls Gulf State Theatres, listed as a 100% subsidiary, which is seeking a television grant at Tampa; Tri-States Meredith Broadcasting Co., a Des Moines applicant which is half owned by Paramount; and Inter-State Circuits Inc., a withdrawn applicant for Dallas, also half owned by the movie firm. The question of control of these companies was not at issue in the hearing. But observers felt the Commission would act promptly when and if its proposed decision on the Paramount-DuMont question is made final.

The proposed decision upholds an earlier opinion issued by the Commission holding that DuMont is under Paramount control [BROADCASTING, Dec. 23, 1946], but goes more exhaustively into the question. "The record in the instant case," FCC said, "more amply supports the conclusion previously reached." The decision continues:

When, as here, the stock of a corporation is widely distributed in small amounts among some 8,500 stockholders and when one, and only one, of these stockholders has the right to exercise veto power over actions requiring the approval of the stockholders; has the absolute right to select a minimum of three of the eight directors and four of the six officers of the corporation; when its nominees have control of the books and records . . . and must give their written approval before moneys can be paid out or contracts requiring the payments of moneys executed or effective; and where this pattern of operation cannot be changed without this stockholder's approval, then no other conclusion is possible than that this stockholder exercises control over the corporation . . .

'No Merit'

The decision found "no merit" in Paramount's argument that it has never exercised control over DuMont. Nor did FCC consider it "decisive" that "thus far Paramount has not interfered with the day-to-day manufacturing and broadcasting activities of DuMont."

"Control," the decision held, "exists if the right or power to control is present, and it is not necessary that the right or power be exercised." Further, the decision said:

The fact is that Paramount can and has exerted its authority and influence on broad questions of policy, particularly where the actions of DuMont might conflict with the interests of Paramount. For example, it did not hesitate to force the withdrawal of the DuMont application for a television station in Boston when it determined that it desired to serve this market.

The very fact that Paramount has been able to foist upon DuMont the pattern of corporate operations which it employs with its other subsidiaries is proof enough of its actual control over the latter corporation. Nor have the Paramount officials who serve as officers and directors of DuMont failed to fully execute their responsibilities under the pattern of Paramount operations . . .

As long as Paramount remains the holder of all of the Class B stock of the corporation and the second largest block of Class A stock and possesses the rights which flow from such stock ownership, it does control DuMont within the contemplation of Sec. 3.640 [multiple-ownership rules].

The only dissenting vote on the Commission was cast by Comr. Robert F. Jones, and his objection was directed solely to the proposal to deny the pending Paramount-DuMont applications. In that respect he said he thought the Commission was "unnecessarily harsh."

Comr. Jones felt Paramount should be given a chance to sell, if it wishes, its interests in the subsidiary firms and in DuMont, "so that the applications involved could be given comparative consideration."

Comrs. Rosel H. Hyde and George E. Sterling did not participate in the decision.

Paramount officials concededly have considered selling the film company's DuMont interests—at a price of about $10 million, according to FCC's findings. But the question has not been submitted to the Paramount board of directors.

Paul Raibourn, Paramount vice president in charge of television, who also is treasurer of DuMont, testified during the hearing that he personally thought Paramount would be willing to accept television grants to its subsidiaries upon condition that the DuMont interests be sold. But he thought such a condition would be acceptable only if Paramount were allowed an extensive period in which to sell, not a mere 60 or 90 days.

Among those mentioned as prospective purchasers have been AVCO Mfg. Corp. and CBS [BROADCASTING, Feb. 9]. AVCO and Crosley Broadcasting Corp. currently has three TV stations—WLWT Cincinnati, WLWC Columbus, WLWD Dayton—and is seeking to buy WHAS Louisville, including WHAS-TV. Presumably it would have to dispose of one if it acquired the Paramount interest and if the interest continued to be regarded as control. CBS has only one wholly owned television outlet—WCBS-TV New York—but has bought WRTB Waltham, Mass., subject to FCC approval, and has a 49% interest in KTTV Los Angeles.

Dr. Allen B. DuMont, president of DuMont Labs. and owner of the largest block of Class A stock (5.5%), also is considered a potential purchaser of the Paramount interest, perhaps in conjunction with some of his associates. He has said flatly that the company is not for sale [BROADCASTING, Feb. 9].

Holder Since 1938

Paramount has been a DuMont stockholder since July 1938.

As sole owner of Class B stock it has the right to elect the secretary, assistant secretary, treasurer, assistant treasurer, and three of the eight directors of the company. No corporate action requiring the approval of the stockholders may be authorized without the affirmative vote of a majority of the Class A and Class B stockholders, voting separately.

In addition, FCC's decision notes Paramount has a voice in the election of the president, vice president, and five of the eight directors who are chosen by Class A stockholders. Unless specifically authorized by the directors, company checks must bear two signatures. That of the president or vice president (named by Class A stock-

Ridge Picked Truman

MAJ. EDNEY RIDGE, president and general manager of WBIG Greensboro, N. C., "called the Truman election as far back as February and stuck to his predictions." *The Greensboro Sun* makes this report on Maj. Ridge's accuracy as a political forecaster in a column headed "Just Don't Get Excited," in its Dec. 9 issue. In addition to his February prediction, the *Sun* quotes Maj. Ridge as saying in September, "Truman is picking up strength, not losing it." In October, says the newspaper, Maj. Ridge said the Truman campaign was gathering strength at American "crossroads" and that when the vote was counted Truman would be re-elected. The WBIG head man just didn't get excited. He knew Truman was in.

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Tailored

RADIO PICTURE ALBUMS

direct publisher to station service

Albums created *especially* for your station available at no cost to you . . . no cost to your listeners. We now have exclusive national sales and distribution rights for all Radio Albums produced by the Howard Company, Peoria, Illinois publishers who have, since 1938, produced almost 200 Radio picture albums distributed for stations from coast to coast.

you can have thousands of individually planned radio albums distributed

AT NO COST TO YOU

and exclusive in your city

Write or phone today . . . exclusive rights to only one station in each city. Phone 4-3262

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The Shortest Route To Results in This Area Is Via

HALIFAX NOVA SCOTIA

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5000 WATTS NOW!

holders) ..nd that of the treasurer or assistant treasurer (named by Paramount as sole owner of Class B stock).

At the last two annual stockholders' meetings, it was brought out, Paramount has not voted its Class A stock.

Paramount at one point expressed a willingness to execute a waiver of its right to solicit proxies in the voting of Class A stock, or to give up the voting rights of its Class A shares by entering into a voting trust agreement. At the hearing, however, the company said its attorneys had advised that it could not lawfully waive the right to solicit proxies, but that it was still willing to work out a voting trust agreement on Class A.

In considering the sale of the DuMont interest, FCC said, Paramount officials "have considered only the joint sale of its Class A and Class B stock because of the advice of its attorneys that it should not sell only its Class A stock."

Aside from the TV applicants in which it has interests, Paramount through subsidiaries holds stock in three AM licensee or applicant firms: 25% of WSMB New Orleans; 50% of Atlanta Radio Enterprises, an applicant in Atlanta; and 10% of Hot Springs Broadcasting Co., applicant for Hot Springs, Ark. These were not involved in the hearing. Nor was WIBK (FM) Chicago, owned by Balaban & Katz, which in turn is 99% owned by Paramount.

FCC made no attempt to pass upon the various TV applications competing with those of Paramount and DuMont. Action on these is being held up by the current freeze on all television applications.

FCC SIDESTEPS

Query on 'Equal Time'

FCC REFUSED last week to commit itself on the question of Communists' rights to "equal time" on the air.

In reply to queries by WILS Lansing, Mich. [BROADCASTING, Nov. 29], the Commission wrote Andrew W. Bennett, Washington counsel for the station:

. . . We understand from your letter that Station WILS has sought and received from you advice as to whether the station is under any legal obligation to grant the request of the Communist Party for time on the air, and you invite the Commission to advise you if it disagrees with the advice you have given [that the station is not obligated]. As you probably know, the selection and presentation of program material being, under the Communications Act, the initial responsibility of each broadcast station licensee, the Commission does not pass on programs in advance of broadcast. Moreover, it is the policy of the Commission not to give advisory opinions as to the propriety of advice of counsel to clients concerning requests for broadcasting time. We are therefore unable to be of assistance to you in this matter. . . .

Mr. Bennett and WILS President W. A. Pomeroy had told FCC that the station regards the Communist ideology as "subversive" and therefore refused a request for time submitted by Carl Winter, Michigan state chairman of the Communist Party.

In refusing Mr. Winter's request, Mr. Pomeroy wrote that "we will not knowingly permit broadcasting over Radio Station WILS by the Communist Party or any other organization of a similar character unless we are ordered to do so by the FCC or by statutory mandate of the Congress."

Rosenbaum

(Continued from page 22)

an active figure in the music battles of 1937 and 1942.

A native of Philadelphia, Mr. Rosenbaum received a law degree from the U. of Pennsylvania in 1913. His book, *The Rule-Making Authority in the English Supreme Court*, published by the same university in 1917, served as a basis for the reform of court procedures in this country.

Mr. Rosenbaum was named assistant U. S. Attorney in Eastern Pennsylvania after World War I, prosecuting cases which arose under war statutes. General law practice followed in 1919, and from 1920 to 1924 he was assistant city solicitor in charge of all litigation relating to public utilities in Philadelphia.

The new trustee has long been active in the realty and music fields. In 1926 he engaged in real estate and mortgage financing, and four years later was elected a vice president of Bankers Bond & Mortgage Co. and Bankers Securities Corp.

Music-wise Mr. Rosenbaum has been a board member of the Philadelphia Orchestra Assn. since 1928, and supervised the Robin Hood Dell concerts in Philadelphia from 1938 to 1941.

Directed Radio Luxembourg

In World War II, as a colonel, he directed Radio Luxembourg, the Army's potent psychological weapon. He was awarded the Legion of Merit and numerous decorations from the Duchy of Luxembourg, Czechoslovakia and other European countries.

Under his command the joint Army-OWI Psychological Warfare Division's use of tricks and scoops gave Radio Luxembourg a reputation as a live-wire news station and an enviable record for listenership in German territory. Some of its biggest scoops: First broadcast of complete military government trial; first answer in Germany to Hitler's last speech; text of Yalta Declaration in several languages; V-E and V-J coverage in as many as 13 languages.

Col. Rosenbaum broadcast commentaries regularly in French and German as "an American lieutenant colonel." OWI's review of the stations paid tribute to him as a man whose "leadership, management and tact . . . accomplished harmonious cooperation. . . ."

SATISFACTION IS THE KEY TO LINGO'S PROGRESS

". . . our signal strength is quite amazing . . ."

". . . we are picked up constantly within a radius of 150-200 miles away. In Syracuse 50 miles away we sound like a local station . . . we believe that this is a combination of the tower itself and the radiating system. . . ."

—J. ERIC WILLIAMS
General Manager, Station WGAT
Utica, New York

LINGO
Vertical Tubular Steel
RADIATORS

For proven stability and peak efficiency "Look to Lingo" and get the advantage of these 5 "exclusives":

1. Moderate Initial Cost
2. Low Maintenance Cost
3. Top Performance Assured
4. Easy to Erect
5. Over 50 Years Experience

Write for Pertinent Data

We will be glad to supply advice on such problems as proper radiator height, ground systems, and other related problems. For factual data please indicate location, power and proposed frequency.

JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.

GLICKMAN

Signs 2-Year WMGM Pact

MARTY GLICKMAN, WMGM New York sportscaster, has signed with the Metro-Goldwyn-Mayer outlet for a two year contract. Reportedly squashing efforts of other local radio and television stations to obtain his services, Mr. Glickman's new contract so increased his fees that his total earnings will be in the neighborhood of $30,000 per year.

With Mr. Glickman's contract expiring Jan. 1, strong rumor had persisted that he would resign to accept the number two baseball spot with Russ Hodges for WMCA New York and Chesterfield. Bertram Lebhar Jr. (Bert Lee), the station's key man in sports broadcast negotiations, instigated the new contract to prevent a local replica of the network raiding parties now making headlines.

Mr. Glickman's new contract gives him the right, provided he's not booked for football broadcasts on WMGM, to do play-by-plays on other radio broadcasts not heard in the New York area, or on any television game broadcast without restrictions. Simultaneously, Mr. Glickman is being relieved of his sports director duties, with a replacement in that post to be announced shortly.

TREASURY Dept award went to WENR-TV Chicago for special half-hour show, *U. S. Treasury Salutes*, on behalf of U. S. savings bonds.

The Swing is to WHB in Kansas City
10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by
JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

FIRST 15 PROGRAM HOOPERATINGS

Based on Dec. 15, 1948 Report

Evening

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Jack Benny*	163	American Tobacco Co. (BBDO)	27.1	27.7	—0.6	2
Radio Theatre	153	Lever Bros. Co. (JWT)	24.8	23.3	+1.5	8
Fibber McGee & Molly	165	S. C. Johnson Co. (NL&B)	22.6	25.8	—3.2	5
Bob Hope	153	Lever Bros. Co. (Y&R)	21.7	22.4	—0.7	9
Walter Winchell	219	Andrew Jergens Co. (Orr)	20.2	20.3	—0.1	12
Phil Harris-Alice Faye	163	Rexall Drug Co. (BBDO)	19.7	19.2	+0.5	15
Godfrey's Talent Scouts	149	Lipton Div.—Lever Bros. (Y&R)	19.4	20.5	—1.1	11
My Friend Irma	152	Pepsodent Div.—Lever Bros. (FC&B)	17.7	19.3	—1.6	14
Bing Crosby	240	Philco Corp. (Hutchins)	17.7	18.8	—1.1	17
Charlie McCarthy	151	Standard Brands Co. (JWT)	17.7	24.2	—6.5	6
Stop the Music (Average of Sponsored Periods)	172					
(8:45-9, 19.0)		Smith Bros. (SSC&B)	17.1	—	—	—
(8:30-8:45, 17.6)		Eversharp (Biow)				
(8:15-8:30, 17.1)		Speidel Co. (C&P)				
(8-8:15, 14.6)		P. Lorillard (L&M)				
Duffy's Tavern	160	Bristol-Myers Co. (Y&R)	16.9	16.5	+0.4	24
Mr. District Attorney	160	Bristol-Myers Co. (DC&S)	16.1	20.8	—4.7	10
Horace Heidt	162	Philip Morris (Biow)	16.0	10.8	+5.2	54
Dennis Day	144	Colgate-Palmolive-Peet Co. (Bates)	15.8	11.8	+4.0	45

*Includes Second Broadcast

TOP TEN DAYTIME HOOPERATINGS

Based on Dec. 15, 1948 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Ma Perkins (CBS)	80	Procter & Gamble (D-F-S)	7.8	7.4	+0.4	3
Stella Dallas	146	Sterling Drug (D-F-S)	7.4	7.1	+0.3	7
Big Sister	93	Procter & Gamble (Compton)	7.2	7.9	—0.7	1
When a Girl Marries	77	General Foods (Diamond Crystal Salt, B&B) (Calumet-Swansdown, Y&R)	7.1	7.2	—0.1	6
Portia Faces Life	89	General Foods (Post's Bran Flakes, B&B) (Instant Postum, FC&B)	7.1	6.4	+0.7	9
Backstage Wife	146	Sterling Drug (D-F-S)	7.0	6.9	+0.1	8
Our Gal, Sunday	84	Whitehall Pharmacal (D-F-S)	7.0	7.3	—0.3	4
Arthur Godfrey*						
(10:30)	166	Gold Seal (Campbell-Mithun)	7.0	6.0	+1.0	16
(10:45)	166	National Biscuit (McCann-Erickson)				
(11:00)	165	Liggett-Myers Tob. (Newell-Emmett)				
(Average of Sponsored Periods) (11-11:30, 7.7) (10:45-11, 6.4) (10:30:10:45, 6.1)						
Right to Happiness*	152	Procter & Gamble Co. (Compton)	7.0	6.0	+1.0	15
Rosemary	63	Procter & Gamble (B&B)	6.9	6.1	+0.8	14
Young Widder Brown	146	Sterling Drug (D-F-S)	6.7	5.8	+0.9	17

*Sets-in-use and share of audience are identical.

BENNY IS TOPS

Named 'Best Comedian'

"CHAMPION of champions" and "best comedian" honors went to Jack Benny Dec. 14 in *Motion Picture Daily's* 13th annual radio poll for *Fame* magazine. Newspaper and magazine radio editors and columnists voted both top honors to the NBC star, soon to become a CBS personality.

Fred Allen won both classifications last year and was second this year.

Other honors awarded included:

Comedian Herb Shriner, most promising star of tomorrow; Eve Arden, best comedienne; Fibber McGee and Molly, best comedy team; Bing Crosby, best m.c., best male popular vocalist and film personality most effective in radio; James Melton, best male classical vocalist; Dinah Shore, best female popular vocalist; Rise Stevens, best female classical vocalist, and Don Wilson, top announcer.

KWG Stockton, Calif., has moved to new offices and studios at 612 E. Market St. New quarters affords station five times as much operating space as it had in old location.

'MAN OF YEAR'

HT, Say UP Radio Clients

HARRY S. TRUMAN has been voted "Man of the Year" by an overwhelming majority of United Press radio clients, Phil Newsom, UP radio news manager, announced last week.

Radio news editors of UP selected the Presidential election as the year's biggest news story.

RMA'S 25TH

Anniversary Groups Name

COMMITTEES were named last week by Radio Mfrs. Assn. to arrange RMA's 25th anniversary celebration to be held May 16 at the Stevens Hotel, Chicago, to coincident with the annual Parts Trade Show.

Taking part in the silver anniversary tribute will be the Electronic Parts & Equipment Mfrs. Assn. of Chicago, Eastern Sales Managers Club, West Coast Electronics Mfrs. Assn. and National Electronic Distributors Assn. sponsoring the trade show and industry conference jointly with RMA.

RMA President Max F. Balcom is arranging participation of military and other government officials as well as broadcasters. Leslie L. Muter, Muter Co., Chicago, chairman of the committee in charge, has named a group of special committees. Chairmen are Paul V. Galvin, Motorola Inc., program and speakers; W. B. McGill, Westinghouse Radio Stations Inc., broadcasting; Charles M. Hofman, Belmont Radio Corp., entertainment; Thomas A. White, Jensen Mfg. Co., seating and arrangements.

Writers Defended

WRITERS exclusively are not to be blamed for a low program rating although much of the time they are held responsible directly, A. C. Nielsen and C. E. Hooper, market research analysts, told members of the Radio Writers Guild in Chicago Wednesday night. Each of the men, heads of national market research firms, outlined his methods of research and ramifications of program ratings. They spoke to an audience which included agency personnel, who were introduced by James Cornell, radio research director at Foote, Cone and Belding, Chicago. Sherman Gordon, vice president of the Midwest Division of RWG, planned the forum.

MEMO TO:
ANNE WRIGHT, J. WALTER THOMPSON.

When you buy Cincinnati, look at all stations and see who gives you:

1. Cincinnati Metropolitan Audience
2. Cincinnati Trading Area Audience
3. Bonus 10 state outside audience AND AT NO EXTRA COST.

Your Answer? WCKY — of course!

50,000 WATTS OF SELLING POWER

L. B. Wilson

WCKY

CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

MONITOR RULE

Tightened for AM Outlets

ALL STANDARD stations after March 1 must employ frequency and modulation monitors, FCC has announced. The rule was relaxed by the Commission under certain conditions during the war because the monitors were not readily available.

Some stations granted after the war also have been allowed to operate without monitors for this reason and a number are believed to be still so operating. FCC said it has found that the units are available again in sufficient quantities and waivers of Commission rules on use of monitors no longer are necessary.

Amendments to Sec. 3.23

The Commission also has reported amendments to Sec. 3.23 of its rules regarding operating hours to allow Class IV standard stations, licensed for daytime or limited hours only, to operate any additional hours upon notifying FCC and the Commission district engineer. About six outlets may benefit from the changes.

Meanwhile, FCC explained last week that its grant of a fortnight ago to WPFB Middletown, Ohio, for 100 w night operation on 910 kc, a regional facility, does not set a new policy [BROADCASTING, Dec. 13]. WPFB is licensed as a Class II outlet for 1 kw daytime on 910 kc. It asked 100 w night operation (Class IV authorization) because no local service was available there. The station showed the night operation would not interfere with any existing station.

FCC pointed out that several other stations have been operating in this manner for some time and that the Commission's rules provide for such authorization where the applicant proves he meets the requirements and will serve public interest. One Commission spokesman said there are few areas in the country where this would work because of engineering factors.

NARFD Statistics

ABOUT 18 current members of a membership of 170 radio farm directors have been in farm broadcasting more than 10 years, and at least six have 20 years' service, according to the Awards Committee of the National Assn. of Radio Farm Directors. The figures were disclosed at the NARFD's annual convention in Chicago last month.

FREELANCE

Directors' Contract Talks

EFFORTS of the Radio and Television Directors Guild to obtain a contract for freelance radio directors were still in the preliminary stage last week after meetings in New York Tuesday and Friday between the union and representatives of sponsors, agencies and networks.

Aim of the union is to reach a contract which will, in its scope, affect almost every director of every national program. If a contract cannot be worked out, it is believed a code governing fees and working conditions may be established. The directors have never before been under union contract.

On the management side negotiations were handled by: Francis Barton Jr., Federal Advertising Agency; I. S. Becker, CBS; F. H. Brown Jr., Radio Council; J. F. Devine, J. Walter Thompson Co.; Kenneth Godfrey, AAAA; Howard L. Hausman, CBS; John Ives of Phillips H. Lord Inc.; L. V. Lauterstein, MBS; F. Lynch Jr., ABC; George Norris Jr., CBS; A. J. Opfinger, MBS; Ernest De La Ossa, NBC; William Ramsey, Procter & Gamble; James Sauter, Air Featurees; E. Souhami, NBC; William White, ABC.

Representing the guild were: Lester O'Keefe, national president; Newman H. Burnett, executive secretary; Oliver Nicoll, Marks Loeb, Ed Byron, Richard Leonard, Ted Corday, Ernest Ricca, Mitchell Grayson, Steve Price and Ben Myers.

WMPS
MEMPHIS

68
On Your Radio
10,000 W DAY TIME
5,000 W NIGHT TIME
Represented by
RADIO REPRESENTATIVES, INC.
480 LEXINGTON AVE., NEW YORK, N. Y.

RECOGNITION

Election Inspires Big Labor Radio Budget

LABOR is so impressed with the job radio did in the recent election that a budget which may reach as high as half a million dollars may be used on the airwaves in the next 14 months for political education drives and in actual elections.

The money would be spent by Labor's League for Political Education, whose by-laws are to be changed to permit the organization to accept ten-cent contributions from all AFL members for the purpose of "political education."

A meeting to discuss the plans was held in Washington on Tuesday by the league's steering committee. The committee discussed the advisability of daily radio broadcasts.

It also is known that two types of programs are to be considered: Transcriptions made by legislators, which will be given local publicity before being aired, and national and regional network programs which will permit a local "cut-in."

The local "cut-in" programs were highly regarded in the November political campaign. They were the strategy of Morris Novik, radio-labor expert and former aide to the late Mayor Fiorella La Guardia. Mr. Novik bought late network time and had 60 to 100 local station cut-ins for local candidates for office. Altogether about 130 of the 160 local candidates who were thus heard on such programs were elected.

It is expected that $650,000 will be collected by the league through the ten-cent contributions by members. Other sums will be available through the selling of $1 memberships and through other contributions.

N. Y. BAR HIT

Hearing Ban Plan Blasted

ALBERT L. WARNER, WOL Washington - Mutual commentator and president of the Radio's Correspondents' Assn., blasted the New York Bar Assn. in his MBS broadcast Saturday for its attitude on Congressional committee hearing broadcasts.

One of the association's proposals for revision in the conduct of Congressional investigation calls for prohibiting broadcasts and the taking of pictures at committee hearings. The association gives as its reason for the proposal a desire to insure fair treatment for all persons under investigation.

"It is difficult to see how the banning of radio broadcasting of public hearings, whether it be live broadcasting or by recording for later presentation," said Mr. Warner, "has the slightest connection with preserving the rights of the individual. If an individual is being treated unfairly, it will show up in the actual voices of the hearings—the questions, the answers, the comments—even more vividly than in a newspaper account."

Pointing out that a public hearing is aimed at educating not only all members of Congress but the public at large, Mr. Warner added: "What kind of horse-and-buggy reasoning is this then that would let newspaper reporters into a hearing but not the medium [radio] which is reporting factually to the public the actual testimony and the whole scene?"

TV COURSE

Given in San Francisco

R. A. ISBERG, chief engineer of KRON-TV and KRON-FM, *San Francisco Chronicle* stations, is conducting a television course for radio operators in conjunction with the San Francisco Public Schools. Of the class of 250, 75% are radio servicemen, according to Mr. Isberg.

Guest speakers and an alternate teacher, George Mathison of KPIX (TV) San Francisco, have assisted Mr. Isberg. Basic text for the course is *Television Simplified* by Kiver (D. Van Nostrand Co.).

Best Wishes
fer th'
Holiday Season

from
all
th'
gang
at
WCHS
Yrs.
Algy
5000 Watts at 580
Columbia Programs
WCHS
Charleston, W. Va.

Music Pact

(Continued from page 21)

he reconciled the peace pact with his statement that he would never permit musicians to make another record.

"Great Americans," he replied, "have a right to change their minds. You know Abe Lincoln did."

"Shall we call you Abe after this?" asked Mr. White.

"No," was the modest reply.

For the benefit of the cameras, Mr. Rosenbaum signed the trust agreement.

"That's a pretty nice handwriting for a lawyer," observed Mr. Petrillo.

Points Agreed On

But when all the horseplay of the conference was completed, these points were made:

(1) About 5,000 union musicians will be employed at one time or another in the next year in the making of records.

(2) The record business, which has been down as much as 35%, according to Mr. White and other industry executives present, hopes to get a much needed shot in the arm from new music discs.

(3) The settlement will mean no increase in cost to record buyers, although it may mean slight increases in costs of manufacture. The manufacturers will absorb the increases.

(4) Since the creation of the recording and transcription fund in 1943, about $5,000,000 was collected and about $1,250,000 remains in the old fund. How this surplus will be spent will be decided by the AFM executive board, but veterans hospitals and boards of education are expected to hear the bulk of the free instrumental music to be supplied by the fund.

(5) Mr. Rosenbaum will open a New York office to administer to his trusteeship. With an estimated $2,000,000 yearly to spend for musical entertainment around the country, Mr. Rosenbaum will become one of the world's biggest dispensers of instrumental music, able to cover areas not touched since vaudeville days.

(6) The Taft-Hartley Law's applicable provisions can be circumvented by the ingenuity of lawyers. Milton Diamond, AFM lawyer, is given credit for conceiving the formula which ended the deadlock.

The news conference followed announcement in Washington on Monday evening that the welfare fund agreement did not violate the Taft-Hartley Law. Legality of the agreement was upheld by Attorney General Tom C. Clark and William S. Tyson, solicitor for the Dept. of Labor.

The Attorney General's opinion was regarded as rather unusual, amounting to an advisory opinion. It was noted, however, that the Attorney General did not give his opinion to private individuals but to the Dept. of Labor, thus fulfilling a proper function of his office of giving the executive department legal advice.

Actual question he had to decide was:

Does the agreement naming a trustee violate Sec. 302 of the Taft-Hartley Act, which makes it a criminal offense for employers to make any payments to "representatives of his employes" and for employes to accept such payments?

Position of Trustee

Both Mr. Tyson and the Attorney General held that the trustee was not a representative of the employes, since he is named by the employers. It also pointed out that the trustee shall not represent labor unions or employes. The trustee is named by the employers and his successor by the Secretary of Labor as long as the T-H Law is on the books.

This ruling from Washington set in motion the signing which took place Tuesday and the news conference following it.

Mr. White began the conference by issuing the following statement:

The participating record companies are gratified that these negotiations have come to such a mutually satisfactory and successful conclusion. We appreciate the cooperative spirit evidenced by Mr. Petrillo and members of his executive board, and by his general counsel Mr. Diamond, who originally suggested the plan on which the present settlement has been based. And we are particularly happy that we have been able to procure the service of such an able person as Samuel Rosenbaum to administer this public trust.

Mr. Petrillo then issued this statement:

The ruling by the Justice and Labor Departments and the signing of agreements continuing the free public music program adds up to a very nice Christmas package—for the record industry, for our musicians and, most importantly, for the public.

Since the recording ban went into effect almost a year ago we have been trying to devise a plan that would cushion the effects of mechanized music on our profession without forcing abandonment of the free public music program that for the last two years has performed a notable service to the people of the United States and Canada.

Acceptance of our formula by the record industry two months ago was the first important step. The ruling yesterday by the two governmental departments means that the federation's trusteeship proposal meets the requirements of law and permits us to execute the necessary contracts today. Without the cooperation of Secretary of Labor Tobin and Gen. Clark this would not have been possible.

We of the federation feel the public is to be congratulated upon industry's selection of Mr. Samuel R. Rosenbaum as trustee, a proposal in which union musicians heartily concur.

The agreements signed today put into effect the trusteeship and a contract covering the employment of musicians for recording.

We are advising our locals immediately of the action. This means prompt resumption of recording.

Then Mr. Rosenbaum was introduced and the trust agreement was given out.

132-Page Document

The agreement was a 132 page legal document, printed, covered and bound like a brief. About 20 pages of it set up the terms of the agreement and most of the remainder set forth a schedule, dividing the trustee's jurisdiction into 654 geographical parts and setting forth what percentage of funds were to be spent in each area.

The agreement provides for payments to the trustee as follows:

(1) 1% on all records selling under $1.

(2) 1½% on records over $1 but not over $1.25.

(3) 2½¢ for each record selling over $1.25 but not exceeding $1.50.

(4) 5¢ for each record selling for more than $1.50 but not over $2.

(5) 2½% for records priced over $2.

(6) For records, wire or tape recordings which are made up of two or more ordinary records retailing at less than $1 each, 1% of the retail price of each component record. However, in no case will more than 1¼% of the manufacturers' retail price of such multiple jobs or wire or tape recordings be collected.

Mutiple Recordings

(7) Where multiple jobs, wire or tape recordings are made up of records retailing for more than $1 each but not more than $1.25 each, 1½% of the manufacturer's suggested retail price of each record will be charged. However, in no case will more than 1¾% of the manufacturer's suggested retail price of such multiple jobs or wire or tape recordings be collected.

These payments are slightly higher in some respects than those under old schedules.

Under the old royalty agreement, ¼¢ was paid for each 35¢ record sold, ½¢ for each 50¢ record and ¾¢ for each 75¢ record and 1¢ for each $1 record. Now 1% is to be on all records selling for less than $1.

A slight increase in payments also will take place in the next category—1½% will now be collected on records selling for more than $1 but not more than $1.25. Under the old agreement, 1¢ was paid on such records.

Records selling for more than $1.25 but not more than $1.50 will now be taxed 2½¢. These used to be subject to a 1¢ levy.

Records selling for more than $1.50 but no more than $2 will now be hit for 5¢, whereas the old charge was 2½¢.

When prices of records exceed $2, the royalty fund will get 2½%

WHEN WGBF Evansville, Ind., celebrated its 25th anniversary Nov. 22, among long-time staff members and guests attending were (l to r): John Caraway, chief engineering consultant and vice president of Electronics Research Inc.; Louis Ottman, chief control room operator; Pat Roper, program director; Clarence Leich, general manager; Mrs. Martin Leich, wife of the operations manager, and Emma Schenck, bookkeeper and assistant hostess. A three and a quarter hour program was staged by the station in addition to the party.

just as under the old agreement.

Each of the 12 record companies which are signatory to the agreement, paid to the trustee upon signing the agreement, a sum amounting to 33⅓% of the payment which it is estimated will become due by Feb. 14, 1949.

Length of Agreement

The manufacturers then are required to pay at the schedule set forth for the various priced records for all discs made from masters recorded between Sept. 20, 1943 and Dec. 31, 1947 and between Oct. 1, 1948 and Dec. 31, 1953. The agreement thus will run for 5 years and 17 days.

The record makers will make the payments within 45 days after the end of each calendar half-year (45 days after June 30 or Dec. 31) at the trustee's New York office. But to help the manufacturer's bookkeeping, they can work out other half-yearly payment times.

Manufacturers, however, will have the burden of supplying considerable information to the trustee: The number of discs, or tape recordings sold during the period, their suggested retail price, excise and sales taxes borne by the manufacturer. The trustee will also have the right to examine and audit a manufacturer's records for the purpose of verifying information supplied to him.

The trustee not only has the duty of keeping the funds but also of spending them through free performances of instrumental musicians throughout the United States, its possessions and Canada.

Mr. Rosenbaum is instructed in the agreement to arrange for such performances as will "contribute to the public knowledge and appreciation of music."

During each half year, he is required to spend not less than 90% of the total amount in the fund existing on the previous Dec. 1 or June 1, as the case may be. Thus, he will have about $900,000 to spend each six-months period, if collections turn out as forecast.

In spending the money, he will pay musicians the union scale, engage concert halls, arrange for advertising and publicity, consult with business, civic, school and institution officials on such performances. He will not act as an agent of the union, it is emphasized.

Instructions are also set forth as to the handling and banking of money, the right to sue for sums owed from record companies who may become in default. For his part, the trustee is required to furnish financial statements of his operations to the record companies and the union.

Although Mr. Rosenbaum was designated as trustee by the record companies, his successor will be picked not by the companies but by the Secretary of Labor.

But in the event the Taft-Hartley Act is repealed, the agreement provides that the incumbent trustee shall resign and the president of the AFM be permitted to designate a successor.

The trustee is permitted, under the agreement, to sign trustee pacts with other manufacturers not yet signed. At the initial signing, the following were present to sign for their companies:

Capitol Records: W. K. Petigrew, attorney-in-fact; Daniel O'Connell, counsel.

Columbia Records: Mr. White; Ralph Colin, general counsel.

Dana Music Co.: Walter Dana, president.

Decca Records: Milton Rackmil, executive vice president; Henry Cohen, counsel.

DeLuxe Record Co.: Dave Raun, president .

King Records: Jack Pearl, vice president.

Loew's Inc. (M-G-M records): Irving N. Greenfield and Frank B. Wallen.

Mercury Record Corp.: John Hammond, vice president; Paul Kern, counsel.

National Sound Corp.: Albert Green, president; Warren Troob, counsel.

Radio Corp. of America: James Murray and Joseph McDonnell, both vice presidents of RCA-Victor Division.

Mr. Rosenbaum, Philadelphia lawyer and 1932-42 president of WFIL, said the 13 recording firms expect to gross $250,000,000 in the next year.

He estimated that at least $1,500,000 would be paid during the first year of the agreement as record manufacturers already have paid $100,000, one-third of the total amount due for the last quarter of 1948, into the trust fund.

Business Reduced

"At the present time, the record business is greatly reduced," Mr. Rosenbaum said, "but we expect the fund will receive an estimated $2,000,000 each year. The payments are spread out among the manufacturers and when they estimate gross sales at $250,000,000, the royalty payments will be easily absorbed. The agreement will not affect the sales price to the "consumer."

Expenditures from the fund, under terms of the agreement, must be for live musicians divided geographically in fixed percentages in areas corresponding to the union's 654 locals.

"The purpose of the trust," Mr. Rosenbaum explained, "is to arrange and organize the presentation of personal performances by instrumental musicians throughout the United States and Canada on such occasions and at such times and places as in the judgment of the trustee will contribute to the public knowledge and appreciation of music."

Mr. Rosenbaum estimated Philadelphia will receive approximately $42,000 during the next year from the fund for such events as free public concerts, veterans' and hospital entertainment and other projects.

The funds will be distributed on a per capita basis of union membership and in such a way as to "avoid disproportionate" spending in the three areas of greatest membership—New York, Chicago and Los Angeles. Of the funds, $300,000 of each $1,000,000 will be spent in the 13 leading cities in this country and Canada.

New York will receive $51,500; Chicago, $40,000; Los Angeles, $39,500 and Philadelphia, $28,500, out of each $300,000. Montreal, the smallest of the 13 cities, receives $7,500. The lowest amounts received by any geographic areas are less than $100 per year. Thirteen Texas counties, for instance, will get only $81.10.

"For a long time," Mr. Rosenbaum said, "I have believed it is in the best interests of the mechanical musical industries to do something to counteract technological unemployment caused by their processes. To do so is not a private WPA, for it helps to encourage a future supply of live talent without which our methods of record production are helpless.

"In 1938, the radio industry adopted a voluntary Plan of Settlement to help in this direction. Now the recording publishers are offering their contribution. No doubt other segments of the commercial musical industries eventually will join in a more equitable solution. It is obviously unfair for the recorders alone to carry the burden."

A Whistle Stop

IN RESPONSE to listeners' requests, WGN, *Chicago Tribune* station, is rejuvenating the steam whistle salute of one long and one short blast given by the Robert E. Lee as a station identification feature and time signal. Last Tuesday, the station began sounding the original steamboat's whistle at noon and midnight. Blasts from the boat's whistle were first aired coast-to-coast Nov. 13, when Col. Robert R. McCormick, editor and publisher of the *Tribune*, used it to highlight his speech on "Steam Boat Years" on the *Chicago Theatre of the Air* broadcast.

WCMI
IS CBS
For Ashland, Ky. . . Ironton, Ohio and Huntington, W. Va.
A Coverage Pattern That Fits The Tristate Area Like A Glove.

NOW . . . . .
—complete duplication of AM schedule on FM—from sign-on to sign-off. A "bonus" coverage for advertisers.

WCMI
Charles C. Warren, Mgr.
Ashland, Ky-Huntington, W. Va.

Pact

(Continued from page 22)

future litigation involving the Attorney General's office.

Atty. Gen. Clark's sanction, in the light of that established tradition, was held in some quarters to be of an advisory nature to another agency within government circles rather than a circumvention of ordinary procedure. Mr. Tobin, in his letter to Atty. Gen. Clark, had solicited "your advice as to conclusions" of the solicitor, it was observed.

In any event, his opinion fell within the realm of government endorsement sought by recording companies and the AFM, which had already agreed among themselves, and paved the way for contractual negotiations.

The Attorney General's inclusion of the words "in good faith, according to their terms," together with "assumption," was interpreted to reserve the possibility of government prosecution should any illegal means develop. Only violations of criminal law would be involved, however.

Furthermore, observers pointed out, the decision now removes any inclination on the part of the union and manufacturers to launch the plan without government approval.

In his Dec. 10 letter to Atty. Gen. Clark, Secretary Tobin noted that "the trustee is to be designated by the recording companies (collectively) and successor trustees are to be selected by the Secretary of Labor. In the event, however, that applicable laws in the future should not prevent such action, the president of the union may then designate the successor trustee."

In effect, it means that if the Taft-Hartley Act is eventually repealed or amended, or otherwise altered to permit such action, "then, and only then," may Mr. Petrillo as Federation president designate the successor trustee.

It was observed that the union is given limited rights and privileges with respect to administering the trust agreement, "sometimes alone and sometimes in connection with other organizations. . . ."

Union rights, coincident with AFM's "very definite interest in and relation to the trust agreement and operations of the trustee," were advanced by Mr. Tyson in his memorandum opinion.

The solicitor explained that "the trustee must consult the federation, among other groups and organizations, which are entitled to advise him." He added that the trustee, before making any disbursements, must receive the certification by AFM that services have been received or contracted for. In addition, the trustee must furnish the federation and recording companies with a semi-annual statement and report.

The proposed labor agreement between the companies and AFM provides that the trust agreement is a consideration for the former.

The "independence" of the trustee was also emphasized in the performance of his functions "on the sole basis of the public interest." He can accept only such advice consistent with his duty not to represent employes.

It was pointed out that submission of a semi-annual statement and report to AFM does not give the federation "a right of control over such operations."

Copies of the labor solicitor's memorandum opinion and letters exchanged between Atty. Gen. Clark and Secretary Tobin were sent to attorneys of the recording companies, as well as AFM, in New York. They include: Capitol Records, Columbia Records, Decca Records, King Records, Loew's (M-G-M Record Div.), Mercury Record Corp., RCA, and Phonographs Record Mfrs. Assn.

Legal counsel for the AFM of the U. S. and Canada is Poletti, Diamond, Freidin & Mackay.

Memorandum to Secretary Tobin from Solicitor Tyson follows:

You have requested my opinion as to the legality, under the Labor-Management Relations Act, 1947, of a proposed Trust Agreement to be entered into between certain phonograph recording companies and a trustee as part consideration for the execution of a Labor Agreement between these companies and the American Federation of Musicians.

The Agreement provides for the payment by the recording companies to the Trustee of certain percentages of the sales price of phonograph records produced by members of the American Federation of Musicians between September 20, 1943, and December 31, 1947, and between October 1, 1948, and December 31, 1953 (par. 2). The Trustee is to expend the sum so collected in arranging and organizing the presentation of personal performances by instrumental musicians in areas throughout the United States and Canada in which various local unions of the Federation have jurisdiction. Such performances are to be rendered on such occasions and at such times and places, in connection with patriotic, charitable, educational and similar programs, without any profit to the trust fund, as in the judgment of the Trustee will contribute to the public knowledge and appreciation of music (par 3). According to a memorandum accompanying the Trust Agreement, its underlying purpose is to provide employment for unemployed musicians, whether or not members of the Federation.

The Trustee is to be designated by the recording companies collectively, and successor trustees are to be appointed by the Secretary of Labor of the United States. Furthermore, it is specifically provided that the Trustee shall not be a representative of labor, or of any union or of employees, within the meaning of Section 302(b) of the Labor-Management Relations Act, 1947. It is further stated to be the purpose and intent of the parties that the Trustee shall not act as a representative of either the Federation or any of its members, and neither the Federation or any employees of the recording companies are given any rights with respect to the selection of the Trustee. If, however, the Labor-Management Relations Act, 1947, should be repealed, or amended, or otherwise changed so as to permit such action, then, and only then, may the president of the Federation designate the successor trustee (par. 6(c)). Other provisions of the Agreement will be discussed below so far as they are relevant.

Subsection 302(a) of the Labor-Management Relations Act, 1947, prohibits any employer, under threat of criminal penalties, to make any payment of money to any "representative of his employees." Subsection 302(b) makes it a like offense for a "representative of any employees" to receive any money from the employer. The basic question raised by the Trust Agreement is whether the Trustee is a "representative" of the employees of the recording companies within the meaning of subsections 302(a) and 302(b) of the Act. Because of the conclusion reached herein, it is not necessary to consider whether the Trust Agreement provides for administration of the trust fund in a manner in conformity with the procedures laid down for permissible payments to employee representatives under Section 302(c)(5) of the Act.

In using the term "representative" in Section 302, it is, of course, clear that Congress had unions or union agents foremost in mind (Cong. Record, May 7, 1947, p. 4805, May 8, 1947, p. 4576). Aside from the limited meaning of the term indicated by the legislative history, it would not in any event seem that, under the Trust Agreement, there can be any question that the Trustee is not a representative of employees. The Trustee is designated in the first instance by employers, not by employees or representatives of employees. The Trust Agreement, in specifically stating that the Trustee shall not represent labor, or unions or employees, would seem not only to preclude the appointment of a representative of employees or a union agent as trustee, but also to require the Trustee to refrain at all times from representing employees in carrying out the Trust Agreement. Since the union is given sole power to appoint the Trustee only after the Labor-Management Relations Act, 1947, is repealed or so revised as to permit such appointment, no question could be raised concerning this provision, at least so long as Section 302 remains in its present form.

The Federation does, of course, have a very definite interest in and relation to the Trust Agreement and the operations of the Trustee. It is well to note, for example, that the Trustee must consult the Federation, among other groups and organizations, which are entitled to advise him. Also before making any disbursements the Trustee must receive the certification by the Federation that services have been received or contracted for, subject to the very real limitation that such certification shall not be withheld unreasonably, and the Trustee must furnish the Federation, as well as the recording companies, with a semi-annual statement and report. Moreover, a proposed Labor Agreement, to be entered into between the same recording companies and the Federation, provides that the Trust Agreement is one of the considerations for the Labor Agreement and that it is the intent of the parties that either both agreements, or no agreement, shall be executed.

The above indications of the relationship of the Federation to the Trust Agreement do not, however, affect the independence of the Trustee, who is directed to perform his functions "on the sole basis of the public interest" and can accept only such advice as is consistent with his duty not to represent employees. With respect to union certification prior to disbursement, it is believed that this device is merely to prevent erroneous payments. Actually it inures mainly to the benefit of the Trustee and his power to override any unreasonable conduct of the Federation clearly removes the latter from any position of control over his activities. Similarly, the fact that the Federation must be kept informed of the Trustee's operations through a semi-annual statement and report does not give the Federation a right of control over such operations.

As to the provisions of the proposed Labor Agreement, it would seem quite appropriate for them to be conditioned upon the signing of the Trust Agreement, in view of the very real interest of the Federation in the latter. This interest in achieving the salutary purpose of providing dignified employment for artists who might otherwise be unemployed does not indicate that the Federation controls the Trustee or that the Trustee represents employees where the Trust Agreement specifically provides against such control or representation.

If the Trustee should in fact become a representative of employees by his own actions, it would, of course, be a breach of the Trust Agreement. In this connection I am informed that the recording companies have already indicated their choice of a trustee, who from the information available appears to be an individual unaffiliated with the Federation capable of discharging his duties impartially and effectively.

Under all the circumstances it is my opinion that the Trust Agreement does not conflict with the Labor-Management Relations Act, 1947.

For News of All Radio

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It takes four — the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

NEWS CLINICS

Ga., Ala. Sessions Held

RADIO news, with its increasing acceptance by the public, offers a good buy to sponsors and should be sold more intensively, two NAB Radio News Clinics were told at Atlanta (Dec. 11) and Birmingham (Dec. 12). Over 100 broadcasters attended the clinics, held under auspices of the NAB radio news committee.

Wilton Cobb, WMAZ Macon, Ga., presided at both clinics. Henry P. Johnston, WSGN Birmingham, NAB District 5 director and Alabama Broadcasters Assn. president, presided at the Birmingham luncheon. John Fulton, WGST Atlanta, Georgia Assn. of Broadcasters president, presided at the Atlanta luncheon.

Allen Woodall, WDAK Columbus, Ga., told the Georgia workshop "there is no finer medium than a local news broadcast to develop listeners and to sell merchandise for your sponsor. He said local news sponsors renew better than any other type of sponsor. He urged every station to have a "news reporter."

James Hardin WHBF Cartersville, Ga., said over 20% of his station's revenue comes from news. He urged use of fixed time for newscasts. Roy A. Furr, WIST (FM) Charlotte, N. C., guest speaker at both luncheons, said radio news is the "good right arm" of management, advocating development of news activity at stations.

Station's Backbone

James Vocalis, WLBB Carrollton, Ga., said news is the backbone of the station and the station becomes the heartbeat of the community, with listeners supplying much news and two country papers giving coverage in exchange for teletype news. W. C. Woodall, WDWD Dawson, Ga., said his station is the only news source in the community, and considers news most important to the business. Religious and obituary items are carried regularly.

George Theeringer, WRBL Columbus, Ga., said the station has been editorializing for a year, with listeners liking the practice. He contended stations are not fulfilling their duty to the public if they do not editorialize.

S. J. Carswell, WSFT Thomaston, Ga., declared the station scoops the paper that owns it, with no cooperation between the two. He said the station carries five times as much news as the newspaper and uses three tape recorders regularly. Dale Clark, WAGA Atlanta, said his station schedules newscasts at prime listening times and uses special diligence in selection of items.

The Alabama workshop followed the same lines as that in Georgia, with Arthur C. Stringer, NAB staff executive, participating in both sessions.

Lee Gooch, WSFA Montgomery, read a paper by Howard E. Pill, WSFA president, and urged stations to develop a news personality, with rounded coverage serving as a powerful audience winner. Louis Read, WABB Mobile, said the public believes in radio news, with sponsors usually willing and anxious to buy what the public believes in and wants.

On-the-Spot Coverage

James Reese, WWWB Jasper, Ala., foresees a growth in newsgathering by stations. James T. Ownby, WCTA Andalusia, Ala., spoke on on-the-spot coverage by small stations, describing Mississippi-Alabama cooperative pickup from the Democratic Convention last summer under the name "States' Rights Network." The project more than paid expenses and spurred local interest in radio news.

Richard Warner, WHBS Huntsville, Ala., reported results of a survey on cooperation among stations and newspapers, with greatest cooperation found in the South.

Charles A. Fell, managing editor of the Birmingham *News-Age-Herald*, predicted stations will find themselves "more and more actively engaged in news-gathering on your own resources." For all practical purposes, he said, newspapers and broadcasters differ only in the fact that one uses graphic arts, the other speech arts.

NAB NEWS CLINIC PARTICIPANTS

ALABAMA

Pat M. Gurouington, Richard Payne, WAVU Albertville; James T. Ownby, WCTA Andalusia; James Connolly, WJLD Bessemer; Henry P. Johnston, Craig Lowe, Gene Plumstead, Mary Childers, WSGN Birmingham; Thad Holt, John McCune, WAPI Birmingham; Eloise Smith Hanna, Davenport Smith, Paul Revier, George P. Atkins, WBRC Birmingham; Evelyn S. Hicks, WTNB Birmingham; Iralee W. Benns, W. J. Brennan, Dan Brennan, Mrs. T. W. Skinner, WVOK Birmingham; R. A. Dowling Jr., WOOF Dothan; Jess Swicegood, WDIG Dothan; Burt Blosser, Robert Foster, WGNH Gadsden; Richard Warner, Paul R. Bumgardner, Don Smith, WHBS Huntsville; Charles Metcalfe, A. L. Brooks, WWWB Jasper; Louis Read, WABB Mobile; Knox Holman, Lee H. Gooch, WSFA Montgomery; Richard Biddle, Charles Welsh, Eulus Whitehead, WLAY Muscle Shoals; Jesse Jordan, WTBF Troy; Bert Banks, WTBC Tuscaloosa; Ed Bernd, Lamar Mathews, Stanley Atkins, Leroy Sims, Associated Press; Robert Brown, Frank Praytor, International News Service; Bernard Brenner, Clifford Marshall, Roland Dopson, Birmingham; Charles A. Fell, Lily May Caldwell, Birmingham News; Miles Denham, Birmingham Age-Herald; Fred M. Ball, Atlanta; Wilton Cobb, Ben Chatfield, WMAZ Macon, Ga.; Ray Furr, WIST Charlotte, N. C.; Arthur C. Stringer, NAB Washington.

GEORGIA

H. L. Tallman, WALB Albany; Walter H. Flint, WGPC Albany; Dale Clark, WAGA Atlanta; A. R. Bruekner Jr., James A. Davenport, Robert Brisendine, WATL Atlanta; Gene Eubanks, WBGE Atlanta; Don Elliot, Lockwood Doty, WCON Atlanta; Ed Maxwell, Jay Wood, WERD Atlanta; John Fulton, Jack Kelly, Don Naylor, WGST Atlanta; J. B. Fuqua, Warren Hites, WGAC Augusta; W. Ray Ringson, Charles W. Pointil, Pat Mulherin, WRDW Augusta; James C. Vocalis, WLBB Carrollton; James Hardin, WBHF Cartersville; Allen Woodall, Betty Vann, WDAK Columbus; J. W. Woodruff Jr., George Gingell, George Theeringer, WRBL Columbus; William Armond, William Davis, William Schneider, WLBJ Dalton; W. C. Woodall Jr., Betty Hinson, WDWD Dawson; Ray McCay, WEAS Decatur; W. Newton Morris, Dennis N. Brown, WMLT Dublin; E. F. MacLeod, WGGA Gainesville; Sue Marshall, WKEU Griffin; Edwin Mullinax, Herbert Wells, WLAG LaGrange; Paul Bigelow, Frank Proctor, Harold Beaty, WBML Macon; Wilton Cobb, Red Cross, Ben Chatfield, Herb Kassner, WMAZ Macon; Carl J. Woolf, WMVG Milledgeville; W. B. Davies, WLAQ Rome; "Cap" Hicks, WRGA Rome; Flair Jessee, Van Murray, WROM Rome; Richard Lantz, WCCP Savannah; William Parr, WTOC Savannah; Worth McDougald, WWNS Statesboro; Shed Carswell, WSFT Thomaston; W. F. Scott Jr., WKTG Thomasville; Virgie E. Craig, Roy E. Gaines, Charles Gaines, WLET Toccoa; Robert O. Moran, WRQN Vidalia; Floyd Baskette, Emory U.; John S. Carlile, Wesleyan College; Bernard Brenner, William C. Wilson, United Press; Robert Brown, John Henry, International News Service; Ed Bernd, Shepard Wilson, Associated Press; Ray Furr, WIST Charlotte, N. C.; Arthur C. Stringer, NAB, Washington.

AMONG participants in NAB Alabama Radio News Clinic Dec. 12 at Birmingham were (l to r): Charles A. Fell, managing editor of *The Birmingham News;* Henry P. Johnston, executive vice president of The Birmingham News Co. and managing director of WSGN and WSGN-FM Birmingham, and Arthur C. Stringer, NAB.

RADIO VOTES

Carry California Bill

RADIO'S POWER in the November elections has been heralded nationwide, but a little-known story from the California campaigns is still newsworthy.

James W. Gerrard, president of KRNO San Bernardino, reports that radio exclusively turned the tide for Proposition No. 4 on the California ballots. Known as the Old-Age-and-Pension Measure, the proposition was an initiative bill amending the state constitution to provide an advance in state pensions paid to the aged and blind.

Heavily Contested

The measure was heavily contested by over 90% of the state's newspapers, Mr. Gerrard states, and the Chambers of Commerce, with heavy billboard and newspaper paid advertising, urged a "No" vote.

Leader of the pension plan, George H. McClain, editor of the *National Pension Advocate*, used radio exclusively in his fight for the measure, according to Mr. Gerrard. Mr. McClain purchased time on seven independent stations throughout the state and vigorously launched his single-handed campaign in straightforward talks to the voters.

His intensive schedule called for a quarter-hour broadcast, six days a week (Monday through Saturday). The voters heard — and surged through with a wave of "Yes" votes that carried Proposition No. 4 with a good majority.

Independent stations used by Mr. McClain were: KFOX Long Beach, KGFJ Los Angeles, KUSN San Diego, KVVC Ventura, KROW Oakland, KWIK Burbank and KRNO.

Literal Support

AN ENGINEER from the Collins Radio Co., Cedar Rapids, Iowa, literally gave his support to WEAW (FM) Evanston, Ill., during a recent repair job at the station. While making some minor modifications on WEAW's 5 kw transmitter, T. E. McConnell broke a canvas braid tube puller. Station engineers were trying to find some material for repairing the device when one of them spotted Mr. McConnell's belt. When last seen, the Collins man was heading for the Cedar Rapids train holding up his suitcase with one hand and his trousers with the other.

—WMGW—

Meadville, Penna.

NOT ONLY BROADCASTS YOUR SHOWS . . . WE PROMOTE THEM . . . OUR LISTENING AUDIENCE IS A BUYING AUDIENCE. DIRECT SALES GAINS ARE THE RESULTS OF YOUR WMGW SPENT ADVERTISING $$$.

For further information contact Vic Diehm c/o WMGW

Cheyenne 'Bonus'

THE CHRISTMAS auction marking climax of the annual city-wide holiday season bonus project sponsored by KFBC Cheyenne will be held Dec. 22 in Cheyenne Junior High School. Area residents then will have opportunity to use the "bonus money" they have been saving to bid on a large assortment of prizes. Business firms in the Wyoming capital have been giving the "bonus (fake) money" to their customers. Each customer gets as much in "bonus money" as he spends.

TV FUND INC.

Issues First Annual Report

NET ASSETS of Television Fund Inc., Chicago, after its first two months of operation, is $274,983, equal to $9.12 per share, according to the first annual stockholders' report issued Friday by President Chester D. Tripp. The Oct. 31 portfolio had a $169,626 market value, representing common stocks of 24 companies within the television and electronic industries. Net unrealized appreciation totaled $3,762, with cash amounting to $107,628, Mr. Tripp reported.

Television Fund was incorporated last May 27. Actual operation began after stock was sold Aug. 20.

WNAX

YANKTON – SIOUX CITY

OUR 26 YEARS DEVOTED TO WINNING LOYAL LISTENERS

PLUS

CONSTANT ATTENTION TO THE RADIO PREFERENCES AND BUYING HABITS OF OUR BIG MARKET MAKES YOUR ADVERTISING PAY ON WNAX

Represented by THE KATZ AGENCY

570 KC
500
WATTS
AFFILIATED
ABC

RADIOVOTER

Electronic Audience Measuring Planned

RADIO listeners who blow their tops for want of sassing announcers, announcers, and sponsors who desire immediate answers to such questions as "Do you like a L-O-N-G cigarette?" will have their Utopia when National Electric Ballots Inc., New York, gets firmly established.

Introduction of the firm's Radiovoter, a continuation of the work of the late Dr. Nevil Monroe Hopkins, inventor and developer of the Hopkins System of Radiovoting, was made Tuesday, Dec. 7, at New York's Waldorf-Astoria.

An electronic method of instantaneous audience measurement and a device whereby listeners can register immediate response to a given question, the Radiovoter is attached to, or may be a part of, any radio or television set.

At present the Radiovoter is a small electro-mechanical device that plugs into any electrical outlet. The listener's radio plugs into the device which, to woo home set owners to allow its installation, is encased in a wood cabinet housing an electric clock.

The gadget consumes about 2c worth of electricity per month, switches on automatically with the radio.

Operating from a radio broadcasting station as its central point, the Radiovoter system works by means of a high pitched tone signal, transmitted by a signal oscillator to the listener's Radiovoter.

Various sound frequencies are used for different purposes. Tone "A" for example, determines immediately the sending station's listening audience. Tone "B" enables audience participation in a registration for a particular poll. The "B" tone can be varied in pitch to survey selected groups, economic and otherwise. Persons, interviewed at time of Radiovoter installation, and belonging to specified groups, recognize designated signal pitch.

Listener Joins Survey

At repeated signals, the listener signifies first his desire to participate in a poll, then his "aye," "no" or "don't know." Within a half-hour, the company's spokesman said, results of highly controversial issues, or reactions to a sponsor's query, can be made known to interested parties.

Measurements of both the listening audience and survey results are immediately recorded by reactive power factor on any reactive power indicator at a central electric power station. Individual votes by known set owners are not recorded, but the mass vote is easily determined against the registration of those previously indicating desire to participate.

Making its pitch to the radio industry as a whole, National Electric Ballots foresees its system as an overall accurate measurement bureau for all radio stations. Since recorders for all stations can be placed at one neutral point, the firm feels that its figures can be used for the radio industry as

★

Audit Bureau Circulation figures are used for publications.

Too, the company believes that there is a public service factor involved, in that, for instance, a repetition of the recent election poll fiasco can be avoided with Radiovoter's more accurate, last-minute surveys.

At present, on a limited basis, National Electric Ballots can install the entire system for a station, with from 1,000 to 10,000 Radiovoters placed in homes, at a cost of $10 per home, including paper work, interviews and other related expenses. Right now the firm offers only the facilities for mass surveys, and welcomes "all comers" to discuss adoption of Radiovoter. Hopes for the future are based on the possible inclusion of Radiovoter in every radio and television set at time of manufacture.

National Electric Ballots Inc., with offices at 30 East 42 St., New York, is headed by Lyman Pratt, president.

SCRIPT CONTEST

Radio Course Prizes

IN CELEBRATION of its 15th anniversary, the National Academy of Broadcasting, Washington, is offering several scholarships in a script writing contest. Closing date is Feb. 1.

Grand prize will be a full semester of professional training in the resident school in Washington. Other prizes will consist of resident courses in announcing, continuity writing or production and a basic course offered by correspondence. Additional details may be obtained from the school at 3338 16th St., N. W., Washington, D. C.

POLISH TONGUE

Program Service Offered

POLISH Program Service, Passaic, N. J., producer of several daily Polish language programs, has announced the inauguration of a transcription service for radio stations.

Stations subscribing to the service submit commercial scripts for translation by the firm's language experts. The announcement or commercial is recorded on a 16-inch aluminum platter, and after each a record is played on the platter. Plays and comedy shows in Polish are frequently produced in addition to the regular fare. Polish talent is used.

Transcribed programs are sold on a per-platter basis, with the station retaining full ownership and right to as many repeat air performances as it desires. Transcriptions are cut for half-hour segments. John Nowak is director of Polish Program Service.

Long-Range Selling

SCANDINAVIAN Airlines is engaged in long-range selling—buying spots on the Alaska Broadcasting System's five stations even though the airline has no passenger facilities in Alaska. Sales pitch of the airline is directed to Scandinavians in Alaska. Nearest airline pick-up point is Seattle, 1,000 miles away.

USDS Pamphlets

U. S. Dept. of State, Office of Public Affairs, has published two pamphlets — *Telling America's Story Abroad* and *International Educational Exchange*. Former deals with Department's overall Information and Educational Exchange program, including "Voice of America" activities, while latter treats in particular of U. S. Advisory Commission on Educational Exchange, giving brief resume of the State Dept.'s program.

When It's BMI *It's Yours*

Another BMI "Pin Up" Hit—Published by Porgie

You're All I Want For Christmas

On Records: Frank Gallagher—Dana 2026; Frankie Laine—Mercury 5177; Seger Ellis-Owen Bradley—Bullet 1011.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

BRINGING the banking business to the people is William A. Kielmann, president of the Peoples' National Bank of Lynbrook, L. I. Mr. Kielmann gives two informal chats a week during the bank's regular five-a-week series on WHLI and WHLI-FM Hempstead, L. I.

RELIGIOUS TV

'Tele-Vespers' Prepared

BRINGING the church into the home, Youth Films Inc. is preparing ten-minute religious television film series *Tele-Vespers* for syndication by video stations throughout the country. Films are being produced by Religious Television Inc.

The series, already signed for by KTLA Los Angeles, will consist of 52 worship films, each including reading from the Psalms, a short spiritual message, a prayer, a hymn for home participation and a benediction. Time will be allotted for commercials.

Firm plans to release films under local church or organizational sponsorship.

CAPITOL RECORDS Inc., Hollywood, has declared dividend of 20 cents on its common stock and regular quarterly dividend of 65 cents on convertible preferred stock. Common stock dividend payable Dec. 21 to holders on record as of Dec. 9; preferred stock payable Jan. 1, 1949 to holders on record of Dec. 15.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
• THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y. 19

WSNY

Leighton Charges Nelson With Seizure Plot

CHARGES that his former partner's complaint against him was part of a plan to "seize sole and absolute control" of WSNY Schenectady have been filed with FCC by Winslow P. Leighton, president of the station.

Replying to allegations filed by George R. Nelson, former WSNY manager [BROADCASTING, Aug. 16], Mr. Leighton flatly denied any improper stock transactions and charged that Mr. Nelson's petition to the contrary was "in bad faith."

Mr. Leighton, filing the answer for Western Gateway Broadcasting Corp., WSNY licensee, told the Commission: "The inferences raised as to the stock acquisitions are groundless . . . There was and is no concealed ownership. Full, complete reports of all stock acquisitions were made promptly. There was no intent to violate any statute and it was not and is not believed that any statute is violated."

Asked Investigation

Mr. Nelson had asked for an FCC investigation of "a series of stock transactions" by which he claimed Mr. Leighton, with whom he formed WSNY in 1942, had gained control without his knowledge or FCC's consent.

He contended Mr. Leighton bought up shares to a point where he and a sister held control, and charged that Mr. Leighton is actual owner of the additional shares listed as owned by Mr. Leighton's sister or held for her benefit.

Mr. Leighton replied that some of the stock purchases were made with Mr. Nelson's knowledge and that in no case was there any improper purchases.

The 13 shares acquired for his sister, Miss Barbara Leighton, were paid for and are owned by her, he declared. Even without these 13 votes, he said, the subsequent election of new directors would have carried—by a vote of 48 to 38 instead of 61 to 38.

Mr. Leighton charged that the Nelson petition was "really presented as a tool to revoke the license of WSNY in order to obtain ultimately a new radio station license for himself [Mr. Nelson]."

He claimed that Mr. Nelson has formed Public Service Broadcasting Corp., hoping to have WSNY's license revoked and then to apply for its facilities. Incorporators of this firm, he said, were Mr. Nelson; William G. Avery, former WSNY secretary, and Edward F. Flynn, former program manager.

'Obsessed by Ambition'

He said Mr. Nelson, with whom he had been associated in an advertising agency since 1936, "in recent years [has been] obsessed by an ambition to dominate both the advertising agency and radio station . . . In his lust for power Nelson deliberately endeavored to seize sole and absolute control of both businesses. As to the agency he has succeeded by dissolving Leighton & Nelson and forming . . . George R. Nelson Inc. and taking over most of the profitable business of the old agency."

He accused Mr. Nelson of trying to undermine his authority in hope that Mr. Leighton would resign and sell his stock, a minority interest equal to Mr. Nelson's. When Miss Leighton increased her interest from 4 shares to 17, he said, Mr. Nelson saw "a real threat to his original plan" and persisted in his effort to "take over" the station despite Mr. Leighton's assurances that her acquisitions would not endanger his position in the station.

But the situation "grew steadily worse," Mr. Leighton declared, with the result that he dismissed Mr. Nelson as general manager last June 21.

Concerning eight employes Mr. Nelson had said were dismissed or resigned because of Mr. Leighton's conduct, Mr. Leighton said Mr. Nelson himself arranged for the resignation of Cecil Woodland to become manager of WCSS Amsterdam; that two were dismissed; that three resigned to join Mr Nelson in George R. Nelson Inc., and that two others resigned and later went to work at WCSS or WOKO Albany.

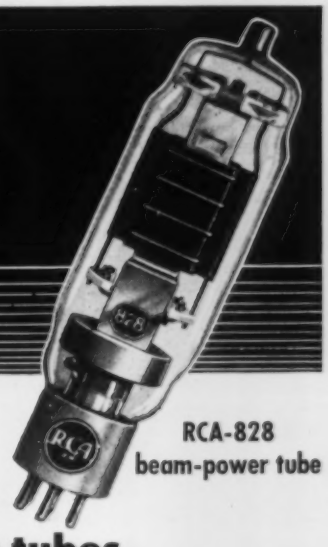
He submitted affidavits of employes to support his contention that Mr. Nelson sought to undermine his authority.

Mr. Leighton asked FCC to dismiss Mr. Nelson's petition and also to rule on whether the law's requirement of FCC approval of transfers is applicable to the WSNY transactions. He argued that only minority interests are involved and that therefore there has been no "transfer of control." But if FCC rules otherwise, he asked Commission approval of the transactions.

Dog's Life

ALTHOUGH some skeptics may feel radio is going to the dogs, Bill Tedrick, manager of KWOC and KWOC-FM Poplar Bluff, Mo., feels the dogs may be coming to radio. When a local resident found his dog missing, he enlisted station's aid. Two hours after an announcement had been aired, Byron Kearbey Jr., program director, found the dog sitting on the studio doorstep, waiting for someone to let him in.

RCA TUBES . . .



the standard of comparison . . . RCA beam-power tubes

RCA-828 beam-power tube

• RCA pioneered in the design of beam power tubes for broadcasting—and RCA has the most complete line in the field. In your transmitter, these are the tubes that make possible fewer stages, fewer components, fewer tuning controls. And, with their conservative ratings for hour-after-hour service, RCA beam tubes assure you maximum performance for your money.

For your convenience, the complete line of RCA beam tubes are now available directly from RCA or from your local RCA Tube Distributor. For data on any RCA tube, write RCA, Commercial Engineering, Section LP36-2, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

A PLAYBACK ONLY TAPE REPRODUCER

Here is Santa's answer to letters from sponsors, program directors, and FM "tape networks".

A tape playback flat ± 1 DB from 45 to 15,000 cycles with better than 50 DB signal to noise and undetectable distortion or flutter. Completely self contained on a rack panel 19" x 31½", it is manually controlled and functionally designed with no relays, solenoids, or any frills.

Fast FORWARD or REWIND without rethreading and a playing time of 3 minutes for "SPOTS" to 72 minutes for Opera using SAFE double faced reels to protect the tape.

Costing less than half our famous companion RECORD-PLAYBACK unit it is now available for delivery. Phone, Wire, or Write!

FOREMOST PRODUCERS OF WIDE RANGE MAGNETIC RECORDING EQUIPMENT
W. V. STANCIL CO.
NORTH HOLLYWOOD, CALIFORNIA

Open Mike

(Continued from page 16)

of the FM Assn.

1—The entire distribution of FM sets should be viewed very carefully. The FM set situation in Indiana is lousy due to poor distribution of the sets. I know for a fact that in points such as Richmond, Ind., where there is no FM station, the dealers are loaded with FM receivers, but in those markets such as: Indianapolis, Columbus, Shelbyville, and other FM markets, there are no sets, particularly table model sets. This is very poor, and is hurting every FM operator tremendously.

2—FM set manufacturers should test thoroughly every FM set that comes off the assembly line for sensitivity. There is only one set on the market that does FM justice at all, and that is ZENITH. The sensitivity in the other FM sets is terrible, and it is hurting FM. Manufacturers are throwing the sets together so fast that you are not getting true FM at all.

Graeme Zimmer
Radio Director
WCSI(FM) Columbus, Ind.

On Radio Silence

EDITOR, BROADCASTING:

I have read your editorial "Radio Defense Reserve" [BROADCASTING, Nov. 22]. . . . I have given this subject considerable thought . . . and have been quite concerned because there has been no definite indication that radio is being included in the plans for mobilization for war—or as you refer to it in your article—the "Civil Defense Plan."

In your article you state—"Radio silence, which was never invoked during World War II, remains an open question. In that last conflict the horrors of war were kept from our shores."

Our experience here on the Pacific Coast does not bear out your contention that radio silence was never invoked during World War II. As you probably know, KNBC (then KPO San Francisco) was the key station for all of northern California and was used by the Fourth Fighter Command to control all radio services during blackout and radio silence periods.

In the early part of the war, following Pearl Harbor, there were many times that the Fourth Fighter Command deemed it necessary to invoke complete radio silence in this area, sometimes lasting for several hours at a time.

I think you would be interested in knowing that we set up a very simplified system of coded messages which worked very efficiently and effectively throughout the entire war period. Also during the war the emergency control system was expanded to include Pacific Regional Network facilities for the use of the Fighter Command. The system was set up in cooperation with all four networks plus all independent stations in the area. While this system was never used, it did prove to the Fighter Command during tests that it would be a valuable asset in the event of emergency.

It occurs to me that the successful experience of this area during World War II would be of invaluable assistance to whoever is delegated to integrate radio into the mobilization plans. . . .

KNBC and its entire personnel stand ready to cooperate in any way possible.

John W. Elwood
General Manager
NBC San Francisco

FM BUS ADS

75¢ per 1,000 Riders Is Rush Hour Rate

PROPOSED Transit Radio rate formula for advertising use of its FM service to bus riders is 75¢ per thousand riders during rush hours, $1 a thousand at other times, General Sales Manager Frank E. Pellegrin told a group of New York agency executives on Wednesday.

Those prices, he explained, are for a 50-word announcement on a 260-time contract. In addition, Transit Radio plans a "run-of-schedule" package based on total audience rather than number of announcements, at a 10% discount.

One announcement every 20 minutes and one newscast an hour are set aside as "national option time," permitting the sale of these to national advertisers without delay for time clearance.

Copy Limited

Copy is limited to 50 words per spot, except for sponsors of news programs who are allowed a 10-word opening and 50-word closing for a 2-minute newscast, a 10-word opening and a 75-word closing on a 3-minute newscast.

Transcriptions are acceptable, Mr. Pellegrin said, if they are made so as to permit use of the "voice emphasizer" which steps up the volume of newscasts and announcements as reproduced in the buses.

Announcements are limited to not more than one every five minutes, less than allowed by the NAB code both in number of announcements and time devoted to commercials, Mr. Pellegrin said.

He reported that in cities in which Transit Radio currently operates, reaction of bus riders to the service has been overwhelmingly favorable.

In addition, he said, there are indications that the FM home audience also listens, making a plus for Transit Radio advertisers.

Agency executives found acceptable the circulation data provided by transit company ridership statistics of hourly traffic and the periodic composition of ridership analyses — laborers, executives, shoppers, school children, etc., as well as passenger flow as measured by the "doodymeter." This is a device developed by Edward G. Doody Co., which counts passengers entering and leaving the bus in much the same way as the Nielsen Audimeter records dial tunings of a home radio set.

Agency group recommended that rate card and contract forms be standardized, using the NAB-AAAA pattern in each case. They also asked that for each market they be furnished market and station data in addition to those on riders.

Under Plan

FM stations currently operating under the Transit Radio plan are WCTS Cincinnati, KXOX-FM St. Louis, KPRC-FM Houston, WPLH Huntington, W. Va., WIZZ Wilkes-Barre, Pa. Contracts have either been signed or are in negotiation in almost every major market throughout the country, Mr. Pellegrin said.

Luncheon meeting at the Stork Club was attended by Linnea Nelson, J. Walter Thompson Co.; Frank Silvernail, BBDO; Fran Coulter and John Clark, Young & Rubicam; John Kucera, Biow Co.; Beth Black, Joseph Katz Co.; George Kern, Benton & Bowles; T. J. McDermott, N. W. Ayer & Son; Gordon Mills, Kudner Agency; Henry Clohessy, Compton Adv. Transit Radio representatives were Mr. Pellegrin, William Ensign, William Shrewsbury.

Delayed Action

TWENTY-TWO years ago, Gayle Grubb, now general manager of KGO San Francisco, entertained Midwest radio listeners with piano and vocals. One of the numerous songs he wrote at that time was "Etiquette Blues," which received modest sale in sheet music form. After all those years Capitol records has released his song, featuring Butch Stone and Van Alexander's orchestra.

THE MOST SPECTACULAR TRANSCRIBED MUSICAL SHOW EVER PRODUCED
THE MUSICAL COMEDY THEATRE
52 GREAT HALF-HOUR SHOWS
Musical comedies and operettas by Gershwin, Friml, Romberg, and others, featuring Mixed Glee Club, Featured Vocalists, and full Concert Orchestra.
For Particulars
CHARLES MICHELSON, INC.
23 West 47th St. • New York 19, N.Y.
Phone: PLaza 7-0695

AFRA VOTE

N. Y. Local Elects

AFRA's New York local last week announced the 23 members elected to its 1949 board in elections which closed Nov. 30.

Total number of ballots cast was 953, a drop of 192 from the 1145 figure of 1947. Elected were:

Actors: *Clayton Collyer, 491 votes; Karl Swenson, 441; *Anne Seymour, 427; Alan Bunce, 369; *Virginia Payne, 364; Ted De Corsia, 347; Vinton Hayworth, 336; *Ted Osborn, 336; Jay Gotlyn, 328. (Failing of election were: Don Janney, 320; Ezra Stone, 312; Elizabeth Morgan, 299; Arnold Moss, 298; Lucile Wall, 288; Ann Thomas, 276; James Van Dyk, 268; Frank Butler, 256; Horace Braham, 218; Ralph Camargo, 217; Bill Quinn, 212; Sydney Smith, 169; Canada Carlon Reid, 112; Philip N. Clarke, 66.)

Announcers: *Nelson Case, 477 votes; Ben Grauer, 461; Edward Herlihy, 422; Dan Seymour, 398; Kenneth Banghart, 321. (Failing of election were: George Hicks, 363; Dwight Weist, 340; Richard Clark, 314; Don Hancock, 272, and John Patrick Costello, 267.)

Singers: Lanny Ross, 447; Irene Beasley, 399; Conrad Thibault, 380; *Julie Conway, 353; Travis Johnson, 328; Gordon Cross, 323; Chuck Goldstein, 321. (Failing of election were: Genevieve Rowe, 312; Eugene Loewenthal, 292; Donald Dame, 288; John Neher, 277; Norman Horn, 274; Ray Charles, 243; Janice Baumgarten, 178; Mike Stewart, 109.)

Staff Announcers from Independent Stations: Gene Rayburn, 350. (Failing of election: Joe O'Brien, 324.)

Sound Effects: *Robert J. Prescott, 378.

*Reelected.

FRA HITS T-H

Repeal Advocated

EMAND for repeal of Taft-Hartley Act and immediate re-enactment of Wagner Labor Relations Act was voted by the annual meeting of the New York local of AFRA, according to its publication, *Stand By!*

Other business reported at the meeting: Report by George Heller, national executive secretary, on the progress of plans to merge all performers' unions; report that negotiations with television managements were so unproductive that it has decided to drop talks and concentrate on merger as "the most practical method of securing an ultimately satisfactory TV agreement; report that the local closed its fiscal year as of Sept. 30 with a surplus of $72,136.61.

Programs

DISCUSSION in the trial procedure is format of *What's Your Verdict?* which debuted Dec. 6 over WLWT (TV) Cincinnati. Judge Nelson Schwab, Hamilton county Common Pleas Court, presides, and studio audience acts as jurors. Home viewers also vote on such questions as: "Should businesses be forced to provide parking facilities for customers?"; or "Should Ohio adopt a unicameral legislature?" Show is heard each Monday from 8:30-9 p.m.

'The Booking Agent'

WMAR-TV Baltimore has inaugurated new weekly variety program, *The Booking Agent*, televised Wednesdays at 6:45 p.m. The 15 minute comedy format is used as showcase for guest musical talent. Each week a situation is worked into the script to spotlight visiting "big name" act from local theatres and night clubs. Program centers around "Joseph Nerney," a fast talking booking agent who constantly lets choice acts slip through his fingers, and his stooge "McGiggins." "Joseph" is played by Jim McManus, WMAR-TV announcer, and "McGiggins" by Frank Harms, writer and director of show.

MILLIONAIRE Texan Glen McCarthy, owner of KXYZ-ABC Houston (r), makes plans with Don McNeill, to originate his *Breakfast Club* (8-9 a.m. CST, five-a-week on ABC), from the inaugural of Mr. McCarthy's hotel, the Shamrock, in Houston March 17, St. Patrick's Day. In the background is Fred Nahas, executive vice president of KXYZ.

Getting to the Point

SUBJECTS of deep import to teensters such as "How Can High School Girls Be Popular With the Boys?" will be taken up on new weekly half-hour *Teen Forum* series on KMPC Los Angeles. Each week panel of six students from a different local high school will discuss a subject.

Santa's Here Again

FOR over 18 years Santa Claus has appeared on WCSC Charleston, S. C., and this year he's back again. He listens to letters written by children and transcribed for his listening on the air and he reads aloud letters sent by children and comments on them. Before he arrives from the North Pole he speaks by shortwave to the youngsters who can't write. The first 1,000 letters sent in by children are personally answered by Peter Pixie, Santa's helper, and mailed from Canada, and most original and sincere letters have a chance to win $25, $10 or three $5 prizes. In addition to Santa's reading of letters Mickey Pixie and his "speedy orchestra" and songstress Trixie Pixie entertain the children with music and song. Mickey's speedy orchestra is accomplished by playing a 33⅓ record at speed of 78 r.p.m.

KFBC's 'Mystery Man'

KFBC Cheyenne, Wyo., has its own "Mystery Man" show. Program heard from 9:15-9:45 a.m. features giveaway jackpot of prizes to lucky winner who identifies the "Mystery Man." Show is sponsored by Wyoming Trading Post Piggly-Wiggly Store and originates from there each day (Mon.-Sat.). On Saturdays a local student is honored by store as the boy or girl of the week.

Christmas Memorial Program

KNBC San Francisco carried a special Christmas Memorial program dedicated to Luther Burbank, and broadcast from his home on Dec. 11. Program featured a narrative on life and spirit of Mr. Burbank and was climaxed by a description of the lighting of the giant Cedar of Lebanon tree under which Mr. Burbank is buried. Christmas music was supplied by Madrigal Singers of Santa Rosa Junior College.

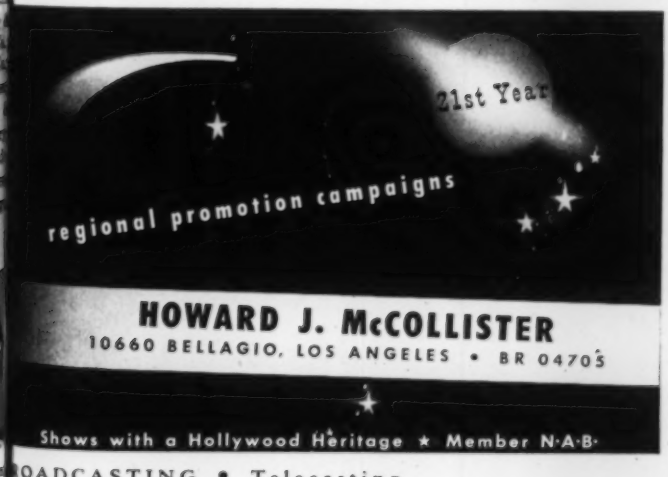
Names, Names, Names

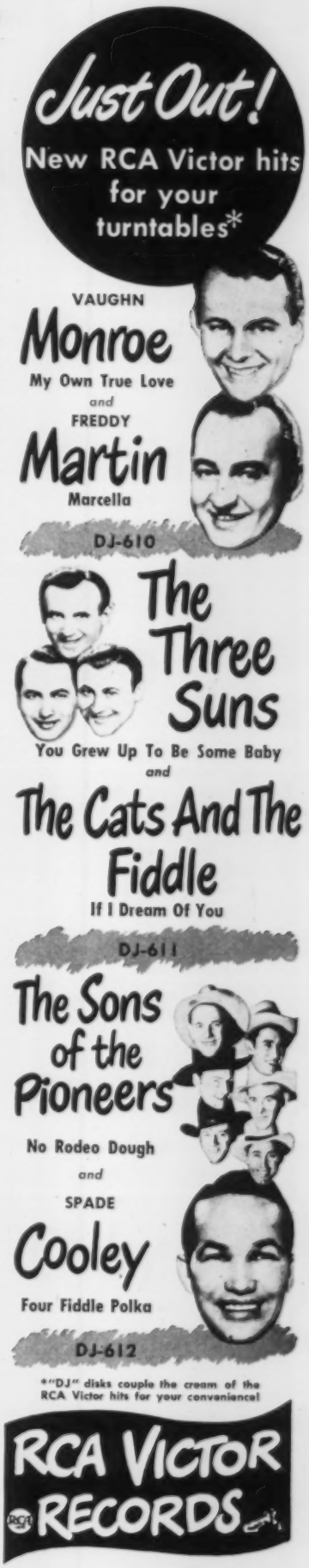
BILL GOLD, who writes a column in *The Washington Post*, began Mon.-Fri. series of half-hour programs on WTOP Washington, Nov. 29. Program, *This Is Washington*, will carry into radio formula that made "The District Line" one of most popular features in the *Post:* Local news, names, short quips, names, local features, names and names. In addition, *This Is Washington* will bring neighbors to the WTOP microphone to tell their own stories.

'Midnight Dancing Party' Back

WBT Charlotte, N. C., *Midnight Dancing Party* is back on the air. Popular disc show with Kurt Webster as m.c. had been off the air for six months, but popular demand has called it back. Show is heard each Saturday from 10:30 p.m. to midnight.

CBS (TV) *Toast of the Town* made its Midwest debut on WJBK-TV Detroit on Dec. 19.


21st Year
regional promotion campaigns
HOWARD J. McCOLLISTER
10660 BELLAGIO, LOS ANGELES • BR 04703
Shows with a Hollywood Heritage ★ Member N·A·B·



Technical

HARRY J. McCLEARY has joined KFI (FM) Los Angeles engineering staff.

CHARLES J. GSPANN, staff engineer of WNJR Newark, N. J., is the father of a girl, Mary Ethel. Mr. Gspann has been appointed emergency coordinator of Amateur Radio Communications for Linden, N. J.

KSD St. Louis has announced that its new transmitting plant, equipped with 5000 w RCA transmitter and four 450 foot antenna-towers, is now in operation.

H. & H. BUGGIE & CO., Toledo, Ohio, has anounced production of new series, 1100 Rotary Shaft Seals, designed to meet needs of receiver and transmitter manufacturers for a moisture sealed and waterproofed rotating shaft.

ANDREW Corp., Chicago, has announced production of new FM antenna, model Multi-V, which can be side or top mounted to standard AM antenna at cost of $250 for side mounting or $435 for top. Antenna can be used for transmitters with up to 10 kw power.

GENERAL ELECTRIC, Schenectady, N. Y., has announced development of a new system for elimination of welder-caused radio interference, which is being incorporated into manufacture of all GE Inert-Arc welders.

from Tele-Tips WLW-T

OLYMPUS MINSTRELS

Here is entertainment that capitalizes on the new "look-see" technique . . . and captivates Sunday evening audiences of WLW-T. The troupe of twenty five is complete with interlocutor, end men, soloists, quartet and 15-piece orchestra. With all of the sight and sound appeal of the old-time minstrels, this half-hour show is a natural for selling the WLW-T market.

WLW-T CINCINNATI
Crosley Broadcasting Corporation

WLAG 'BURN'

Phone Co. Again Fails To Provide Lines

FOR THE SECOND time Southern Bell Telephone Co. failed to provide adequate line facilities for use by WLAG LaGrange, Ga., according to a statement by the station Dec. 2. A Bell official admitted that WLAG lines once again through misunderstanding had been disconnected a few hours before the scheduled broadcast of a football game in Atlanta, Nov. 29, according to the station.

WLAG had previously filed a protest with the Georgia Public Service Commission charging Southern Bell with failure to set up lines for coverage of a game in Gainesville Nov. 12 and asking for a "complete investigation" [BROADCASTING, Nov. 22].

The second "failure" arose Nov. 29 after the telephone company's Atlanta office had originally issued an order for lines to service WLAG Friday, Nov. 26, according to C. J. Yates, Georgia manager of SBTC.

When the game was postponed, WLAG requested similar facilities for the following Monday. Station employes found, instead, that all lines were dead, Ed Mullinax, WLAG manager, reported.

Mr. Mullinax quoted Mr. Yates as having admitted a Bell employe disconnected "special telephone services ordered by WLAG, and while there he also cut the line for the WLAG line to feed the football game." Station had ordered phone service to prevent recurrence of the situation weeks earlier. The line condition was reported in ample time for repair but none was forthcoming, Mr. Mullinax said.

Investigation Made

The Public Service Commission investigated the original WLAG complaint and Southern Bell presented its position in which it stated every precaution had been made to prevent such slipups, according to Mr. Mullinax. In reply to WLAG's complaint, Walter R. McDonald, commission chairman, said that the "employe . . . failed in his duty" and that the test board man who was contacted at the time "did not know of the temporary arrangements which had been made." He said the company had been advised to set up necessary machinery in the future to double-check such matters.

Mr. Yates said he regretted the two misunderstandings in his office but added the latest would not have occurred if the game had not been postponed. The Gainesville and Decatur difficulties were "exceptions," he said.

Commenting on Mr. Yates' letter after the first experience, Mr. Mullinax said: "The promises of Southern Bell certainly must be taken with an air of suspicion. It would be hard to see where a public utility would make such statements before the Commission without actually doing something in good faith to back them."

The company has agreed to cancel $9.70 and $22.80 in line charges for the two failures.

MEN FROM MARS

Hams Formed for Emergency

CREATION of a Military Amateur Radio System to provide a backlog of trained radio communications personnel for local or national emergencies was announced jointly Dec. 10 by the Air Force and the Army.

MARS membership will be open to any person in the military service, Organized Reserve Corps, National Guard or Reserve Officers Training Corps having a valid amateur radio operator's license issued by the FCC. Members, operating under military regulations, will use military equipment wherever practical and will be furnished an official training bulletin. Applications may be submitted to the Signal and Communications officers of the Army area or Air Force area in which the applicant resides.

FTC SECRETARY

Daniel Succeeds Johnson

FEDERAL TRADE Commission last Monday announced the appointment of D. C. Daniel as Commission secretary, succeeding Otis B. Johnson, who retires at year's end after holding that position for 26 years. His appointment is effective Jan. 1, 1949.

Mr. Daniel has been an attorney on FTC's trial staff for more than 11 years. He was admitted to the Tennessee bar in 1929, engaging in private practice of law and serving as city attorney in Paris from 1933 until 1935.

Mr. Johnson, whose government career spans nearly 44 years, has been Commission secretary since August 1922—the third person to hold that position. He entered federal service at the age of 16 and joined the Commission in 1915 when the Bureau of Corporations was merged with the new agency created by the FTC Act of 1914.

WKBN Youngstown, Ohio., presented awards to Mahoning County high school football stars at its sixth Annual WKBN Football Banquet.

Turntable

WILLIAM R. SETH, former media promotion director of W. Doner Adv., New York, has joined the Muzak Corp., New York, as head of new advertising and promotion division.

FREDERIC W. ZIV Co., Cincinnati, has announced following sales: Dave G. Evans Coffee, St. Louis, through Glee R. Stocker & Assoc., same city, has purchased *Favorite Story* show in nine Midwest markets; WHAY Greenfield, Mass., is now carrying *Wayne King Show* and *Favorite Story*. Renewals announced by Ziv include *Guy Lombardo Show* on WMPS Memphis; *The Wayne King Show* on KSL Salt Lake City and KANS Wichita, Kan.; and *Easy Aces* on WKRT Cleveland, N. Y. Also announced was the purchase of seven of its transcribed shows to KSUM Fairmont, Minn., which included five half-hour and two quarter-hour shows.

CHARLES MICHELSON Inc., New York, has announced placement of 17 new transcription program contracts during week of Dec. 6.

M. C. GREGORY, former general manager of WHBS Huntsville, Ala., has joined Houston office of Frederic W. Ziv Co., and will represent Ziv in southeastern Texas.

GUILD RADIO FEATURES Ltd., Toronto, has been appointed Canadian sales representative for new syndicated quiz feature *Who's Talking*, produced by Hal Tate Productions, Chicago.

JIM BRIDGES, writer-producer for Frederic W. Ziv Co., Cincinnati, and Gloria Jo Ann Picone were married last month.

NBC AFFILIATE

in the Triple Cities
Binghamton • Johnson City • Endicott

It's Always a Good Bet
To Put your Money on the

WINR

BINGHAMTON, N. Y. GEORGE P. HOLLINGBERY CO., National Representative

AP NEWS CLINIC

Execs Study Radio Needs

SERIES of news clinics, designed to explore ways of gathering news and presenting it more effectively on radio, have been inaugurated by the Chesapeake Associated Press Radio Assn. More than 20 station executives and news editors from District of Columbia, Virginia and Maryland attended the first two sessions held at WWDC Washington Dec. 7.

The clinic examined in detail AP reports to determine how to get maximum value from typical wire news and features. Stewart Phillips, manager of WARK Hagerstown, Md., pointed out the advantages of regularly assigned newsmen on station news staffs for gathering of local copy. James Connolly, WITH Baltimore news editor and chairman of Chesapeake news committee; Ben Strouse, WWDC general manager and association vice president, and Howard L. Kany, AP Washington representative, also took part in discussions.

Problems relating to news presentation by television stations also were aired, principally by Cassius A. Keller, WRC Washington news director, and Al Weinert, WMAR-TV Baltimore. Mr. Keller supervises news shows on WNBW (TV) Washington.

Among others attending were: Charles Warren, WOL Washington; Fred Hoffman, Tony Wakeman, Norman Reed, Milton Ford, Bill Cox, Willis Conover, Roy Hansen and Felix Grant, WWDC; Ernie Tannen and Tom Kenney, WGAY Silver Spring, Md.; Bill Swain, WMFD Frederick, Md.; Charles Eckstine, WARK; Bob McBride, WPIK Alexandria, Va.; Matthew Warren, Sid Willard and Art Lamb, WEAM Arlington, Va.

Al Warner Returns

ALBERT L. WARNER, chief of WOL-MBS Washington news bureau, returned to his desk last Monday after a three months' leave of absence due to illness. He has resumed his *Congress Today* series, heard week nights on WOL, 6:30—6:45 p. m. Mr. Warner's other MBS duties—as moderator for *Meet the Press* and Washington pickup man for *Mutual Newsreel*—will be renewed again in the near future, according to WOL.

OFFICERS of the Maine Broadcasters Assn. for 1949, elected at organization's second annual meeting Nov. 23 at Augusta, are (l to r): Creighton E. Gatchell, general manager of WGAN Portland, president; Carleton D. Brown, president of WTVL Waterville, secretary-treasurer, and Edward E. Guernsey, general manager of WLBZ Bangor, vice president.

FLA. AP RADIO

Stone Heads New Unit

JERRY STONE, general manager of WNDB Daytona Beach, Fla., has been named president of the newly organized Associated Press Broadcasters Assn. of Florida, which held its first meeting a fortnight ago between sessions of the fall convention of the Florida Assn. of Broadcasters.

Others elected include Garland Powell, of WRUF Gainesville, vice president, and Sam Morton, AP Florida bureau chief, secretary. Named to the board of directors were Bill McBride, WDBO Orlando; Charlie Davis, WWPG West Palm Beach; Herschel Graves, WTAL Tallahassee, and Houston Cox, WCLE Clearwater.

The association, like other state AP broadcasters' organizations, was formed to stimulate the exchange of news between AP member stations and to act as a liaison between members and AP in improving radio news reports. Mr. Stone appointed a four-man continuing study committee to examine the AP news report and seek ways of improving it. Those chosen: Ken Skelton, WDAE Tampa; Fred Clampitt, WIOD Miami; Larry Rollins, WSIR Winterhaven, and John Bunning, WHOO Orlando.

GATES

100% EQUIPMENT SOURCE

Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.

Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.

TELEPHONES: IN QUINCY 522 IN WASHINGTON MET. 0522

Gates Radio Company Quincy Illinois

News

GEORGE DEAN, formerly director of community affairs for KOMO Seattle, has been placed in charge of public service and public relations.

PAUL MOSS, sports authority, has been appointed boxing consultant and producer for CBS. Mr. Moss will handle coverage of CBS-TV boxing attractions, utilizing films from training camps and interviews with contestants in order to give a more complete picture of the event at hand.

Mr. Moss

SAM SEROTA, WIP Philadelphia, director of education and special events, will conduct the 1949 Philadelphia Junto Radio Workship for the fifth year, beginning Jan. 24, 1949.

DALLAS BURNETTE, former sportscaster with WVEC Hampton, Va., has joined WFMD Frederick, Md.

SIG MICKELSON, head of news, special events and production at WCCO Minneapolis, has been appointed to the state Citizens Mental Health Committee, and has been named chairman of radio activities for Gov. Luther Youngdahl's Mental Health crusade.

BOB LINDSAY has joined WKOW Madison, Wis., as news editor.

KEN EVANS, formerly heard as WMAL Washington *Senate Reporter*, has joined WOIC (TV), same city (to begin operations next month), as news editor.

Mr. Evans

KEITH CLARKE, formerly of KIFI Idaho Falls, Idaho, and KUTA Salt Lake City, has joined KEEN San Jose, Calif., as sports director.

WILLIAM KENNEALLY, formerly of KLAC Hollywood news department, has joined KFMV (FM) same city, as news editor and special events director.

NEW ENGLAND

Bickford AP Head

LELAND BICKFORD of the Yankee Network, was elected president of the New England Associated Press Broadcasters Assn. at its first annual meeting in Boston Dec. 13. Gene Zack of WSPR Springfield was named vice president and C. G. Douglass, chief of the AP Boston bureau, secretary-treasurer.

The broadcasters adopted a constitution and considered methods of promoting their common interests. Speakers at the meeting included G. E. McLaughlin, managing editor of the Rutland, Vt., *Herald*, who urged cooperation between newspapers and stations; State Senator Sumner Whittier of Everett, Mass., who explained his bill which would permit broadcasts of committee hearings in the state house; State Senator William Geary of Lowell, and Paul H. Kutschenreuter, chief meteorologist of the Boston office of the U.S. Weather Bureau.

Directors named were: F. E. Whitmarsh, WBZ Boston; Ron Cochran, WCOP Boston; James Chalmers, WEIM Fitchburg, Mass.; Al Spokes, WJOY Burlington, Vt.; Frank Hoy, WLAM Lewiston, Me.; John Hogan, WCSH Portland, Me.; Tom Powers, WMUR Manchester, N. H.; Arthur Rothafel, WFEA Manchester; Arnold Schoen, WPRO Providence, R. I., and William Koster, WPJB Providence.

WABY Albany, N. Y., is cooperating in promotion of the New York State Freedom Train which is being constructed in Albany, and which will carry documents from the archives of that state.

Baltimore's Listening Habit

WCBM

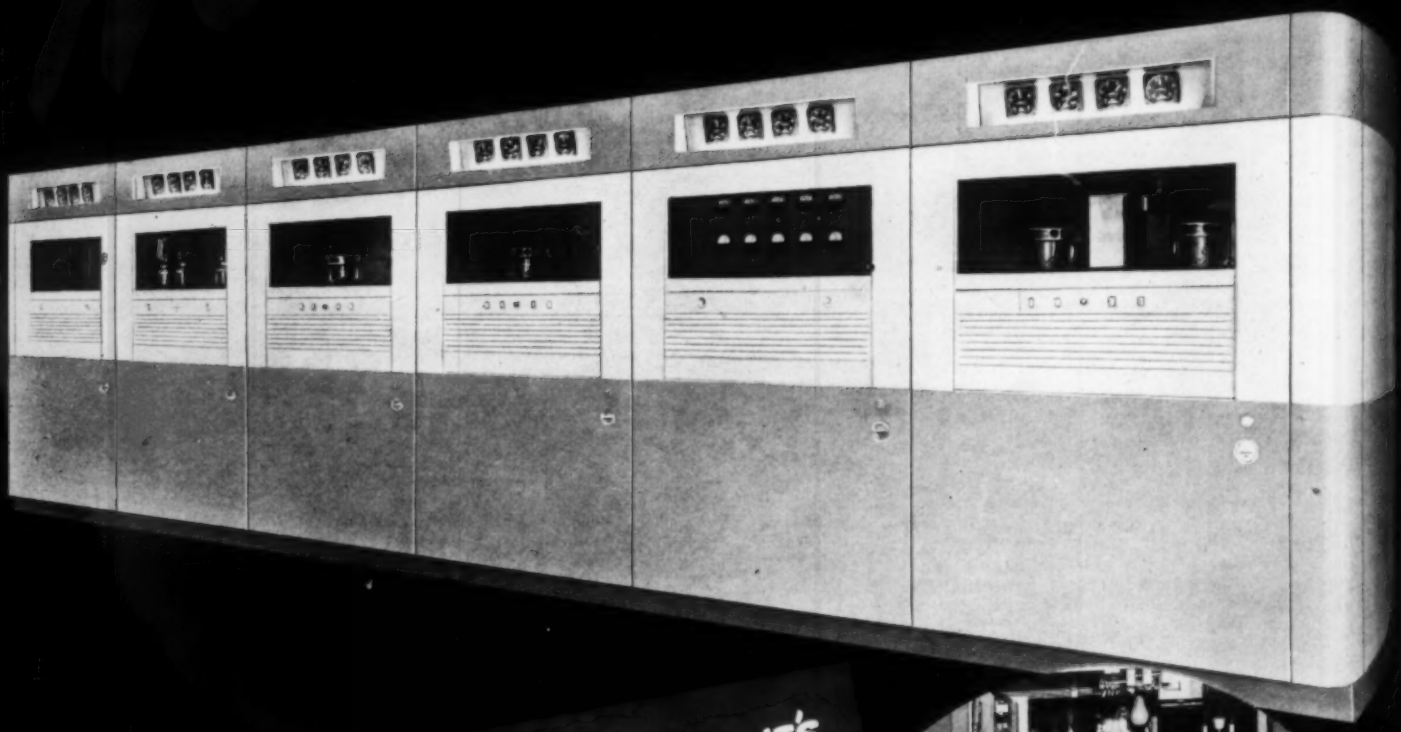
MUTUAL BROADCASTING SYSTEM

JOHN ELMER, President

GEORGE H. ROEDER General Manager

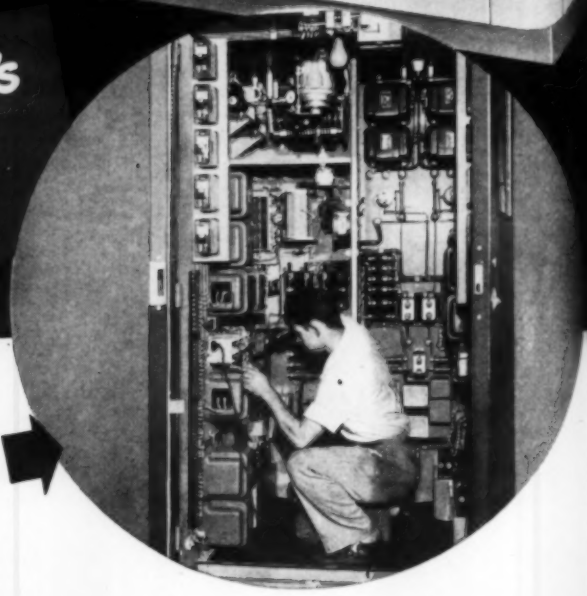
Exclusive National Representatives WEED & CO.

New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco



YOU CAN BE SURE.. IF IT'S

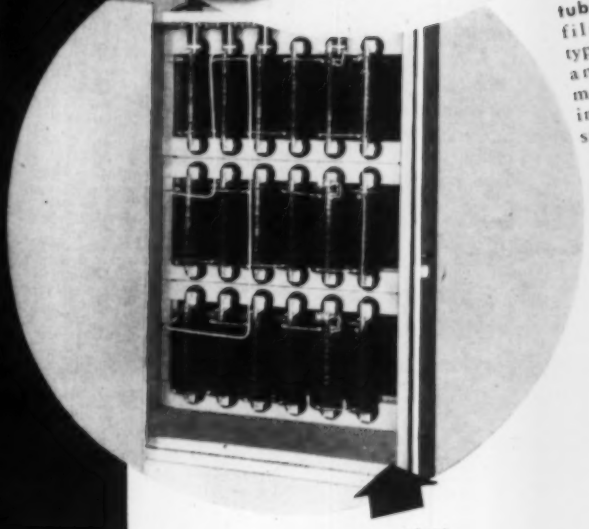
Westinghouse



Full accessibility: built-in lighting, convenience outlets, full-length doors, and ample working space.

. the NEW Westinghouse 50 KW AM transmitter

Thoriated filament tubes: new low-filament-power type used in power amplifier and modulator; built-in provisions for spares.



No more rectifier troubles: Metal rectifiers only are used in the 50 HG-2, an *exclusive* Westinghouse feature.

Completely new design—not just a "worked over" old design—embodies every engineering improvement the present state of the art affords. The new Westinghouse AM 50 HG-2 includes features not available in any other transmitter today. Check these high lights of the latest addition to the famous Westinghouse line:

1. **No tube rectifiers:** the use of metal rectifiers in *all* power supplies eliminates rectifier tube replacement cost and greatly increases reliability and dependability of operation.

2. **Extended supervisory control:** complete supervisory control system, co-ordinated with sequential interlock system and with overload and safety protection systems, is provided.

3. **Minimum floor space:** the transmitter proper, which determines the basic building requirements, consists of only six individual, uniform cubicles. Floor space requirements are minimized and installation is simplified.

4. **Fewer tubes and tube types:** only *twenty* operating tubes of only *seven* types are used in the entire transmitter, including three diodes for r.f. rectification and a voltage regulator tube.

5. **Centralized control:** Operation is made easy and definite by provision of complete controls and indicators on the front panels of the transmitter cubicles. Motor-driven controls are used.

6. **Built-in spares:** the transmitter includes a complete spare crystal oscillator unit, a spare blower and motor unit, and complete provisions for a spare tube for each power amplifier and modulator tube.

Add to these features the uncompromising quality of *every* Westinghouse transmitter, and you can see immediately why the new Westinghouse 50 HG-2 is *your* choice for 50-kilowatt operation. Call your local Westinghouse representative today, for full details, or write the Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

J-02165

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

FIRST IN BROADCASTING

Production

DRESSER DAHLSTEAD, ABC chief announcer, was elected president of network American Employees Assn. for 1949 at recent meeting. Other officers elected were **LEFTY LEFLER**, network sales service recording manager, vice president; **JOCK FEARNHEAD**, ABC sales service assistant manager, treasurer; **KAY CALVERT**, network continuity acceptance, secretary.

W. STUART GREEN has been appointed network program director for U. S.-controlled broadcasting system in Austria.

Mr. Green

IRVING J. SMITH has joined WCAM, municipally-operated station in Camden, N. J., as program manager.

ERNEST T. GUY has joined WKNX Saginaw, Mich., as program director and promotion manager. He was formerly with WATL Atlanta, Ga.

DON MEYER, formerly m.c. of *Jughead Jukebox Review* on WRVA Richmond, Va., also has joined WKNX, where he is continuing his disc activities.

TERRY MALERBA has joined KWJF (FM) Pittsburgh as music librarian and assistant in the production department.

ALVIN FLANAGAN has joined KTSL (TV) Los Angeles as producer.

ROBERT ROBB, head of KECA Los Angeles continuity acceptance department, appointed national co-chairman for radio for National Security Week in Southern California.

DENNIS DAY, of NBC *Day in Life of Dennis Day* and Jack Benny Show, is the father of a boy, Patrick J.

WILLIAM STEWART, KLAC Hollywood disc m.c., and Roberta Meigs, secretary to Fred Henry, KLAC assistant general manager and program director, have announced their marriage.

WILLIAM HENDERSON has joined announcing staff of KEEN San Jose, Calif.

VIRGIL SMITH, chief transcription man at KWK St. Louis, is the father of a boy.

RITA GLOVER joins KTTV (TV) Los Angeles as scenic director.

BOB WALSH and **RUTH LAWSON** of WPDX Clarksburg, W. Va., have announced their marriage.

CHARLES LANSFORD has joined WPAY Portsmouth, Ohio, announcing staff. **JOHN H. HORNBACH** also has joined station in that capacity.

WARREN ANDERSON, musical director and announcer at WGFG Kalamazoo, Mich., is the father of a boy, Ronald Franklin.

DON JOHN ROSS, vice president of Hartford (Conn.) Chapter of AFRA, and morning man at WDRC Hartford, is being included in the forthcoming publications of the *International Who's Who* and *Who's Who in America*.

GEORGE W. CREMEENS has joined WEEK Peoria, Ill., as program manager. He has been with KRNT Des Moines, where he created first Junior Town Meeting of the Midwest.

Mr. Cremeens

LESLIE GOODMAN has joined KSDJ San Diego, Calif., as traffic manager. Mrs. Goodman replaces **MRS. ERMA KRAUSE**, who has resigned to join her husband in Honolulu.

STEVE PHILLIPS, formerly of WIBM Jackson, Mich., and a freelance announcer, has joined announcing staff of WBBM Chicago.

DALE C. SMITH has joined WLBB Carrollton, Ga., as announcer and copywriter.

BOB MICHAEL, m.c. of *Midnight Dancing Party* on WRTA Altoona, Pa., has been appointed station's music director.

WINSTON (Winkie) HOPE, *Midnight Ballroom* disc m.c. on WTAR Norfolk, Va., is the father of a boy, John Christopher.

WHAT-FM ON AIR

Has Foreign Tongue Shows

OPERATION of WHAT-FM Philadelphia started Dec. 10 on Channel 287 (105.3 mc) with 20 kw. Station and its AM affiliate, WHAT, are licensed to Independence Broadcasting Co., Philadelphia.

WHAT-FM duplicates all regular programs of WHAT and carries in addition to its English and Negro programs, foreign language broadcasts in Italian, Jewish, Lithuanian and Spanish.

Vet Video Films

VETERANS Administration has announced a change in format for its series of video films now being used by 43 television stations throughout the country. A new lead for each one-minute cartoon and more animation characterize the new films, which will be released shortly to supplement previous stock of 38. Series is available without cost to stations, on request from a VA branch office. A new film is released each week, with stations retaining prints in their libraries.

VIDEO ACADEMY

To Make Awards Jan. 25

FIVE AWARDS, for various achievements in television, will be made at first annual awards banquet and seminar of Academy of Television Arts & Sciences Jan. 25 at Hollywood Athletic Club.

Awards, in the form of "Emmy" statues, will be given for following: Most popular local television program, to be determined by public ballots; best film produced in Los Angeles for television, and overall achievement for 1948 by a local TV station, to be determined by Academy membership; and outstanding technical achievement for year, decided by Academy Technical Committee.

ALLEN ON TOP

First in Canada Ratings

U. S. network programs piped into Canada and heard on Canadian networks still continue to draw the largest Canadian audiences, according to the November national ratings released by Elliott-Haynes, Toronto, Dec. 8.

Fred Allen has climbed into first place with a national rating of 35.1, followed by *Radio Theatre* 35.0, *Charlie McCarthy* 34.1, *Fibber McGee & Molly* 31.3, Bob Hope 28.5, *Amos 'n' Andy* 24.7, *Ozzie & Harriet* 24.5, *Album of Familiar Music* 23.3, *Wayne & Shuster* 21 (Canadian program) and *Music Hall* 20.3. Ratings are taken in 15 Canadian cities. There are 39 sponsored English-language evening network programs heard every week in Canada. Fred Allen also has highest Canadian sets-in-use rating for November with 52.4.

First five English-language daytime shows in November, out of total of 14 sponsored programs, were *Big Sister* 15.7, *Ma Perkins* 15.7, *Pepper Young's Family* 15.1, *Right to Happiness* 14.8, and *Happy Gang* 14.5 (Canadian program).

Leading French evening programs, out of total of 27 sponsored programs, were *Un Homme et Son Peche* 37.8, *Radio Carabin* 34, *Ceux qu'on Aime* 30.5, *Metropole* 30.3, and *Raillement du Rire* 30.2. Leading French daytime programs, out of total of 13 sponsored programs, were *Jeunesse Doree* 28.3, *Rue Principale* 27.7, *La Joyeux Troubadours* 21.6, *Tante Lucie* 20.3, and *Grande Soeur* 20.2.

Mutual Board Meets

MUTUAL's board of directors held its semi-annual meeting at Chicago's Ambassador Hotel Dec. 13-14 with a discussion of budget matters occupying the major part of the time, MBS President Edgar Kobak announced Tuesday. Mr. Kobak described the meeting as "routine, short and sweet."

WKNB

Your Hartford County Station

Announces

The appointment of

FORJOE & CO., INC.

As our

National Representative

☆

Sell the complete

HARTFORD-NEW BRITAIN

Market through

WKNB

The Clear Channel Station on 840 Kc's with 1000 Watts

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213 Main Street

AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Advertest Study

(Continued from page 42)

er of hours they would watch daytime TV were it available, 29% of e families indicated two hours a ay. Thirty-six percent said they obably would watch at some time ut said it would depend on the rograms. The average estimate as approximately two and a half ours.

Average sets in use over the eriod showed 49.9% before 6 p.m. nd 80.2% after that time. Broken own by weeks, Advertest noted ne consistent factor, "The televiion audience of today will turn n their sets to a fairly equal degree each week."

Broken down by days, Saturday fternoon was highest with 59.5% f the sets in use before 6 p.m. In he night period, Tuesday was high ith 93% of the sets in use. Saturday night had the lowest rating ith 61%.

Program popularity varied widely from week to week in both one-time-a-week shows and those of greater frequency. The daytime programs did not vary as widely, however, as those in the evening periods.

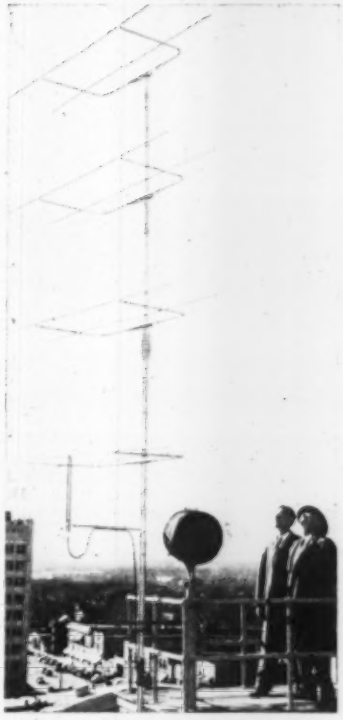
The Advertest report also covered the station preference for different types of programs and which station the panel members felt gave the best reception.

KRTN STARTS

Raton Outlet on 1490 kc

KRTN Raton, N. M., began operations Dec. 12 on 1490 kc with 250 w unlimited. The station is using a temporary antenna under special FCC authorization, granted after KRTN had experienced construction delays which prevented its scheduled November opening.

KRTN and its sister station, KFUN Las Vegas, N. M., are owned and operated by Southwest Broadcasters Inc., Las Vegas. Stanley K. Brown has been named KRTN manager.



AN FM relay link between Kansas City and Topeka was completed Dec. 4 when this 16-element FM receiving antenna went into service. Inspecting the installation are R. W. Meyer (l), assistant manager of the Kansan Hotel on which the antenna is mounted, and Ben Ludy, general manager of WIBW and WIBW-FM Topeka.

Trilling Joins

LIONEL TRILLING, novelist, critic and professor of English at Columbia U., joined the advisory board of *NBC University Theater*, succeeding the late Dr. Harry Morgan Ayres. At a meeting of the board on Wednesday (Dec. 8), plans were made to build a two-year curriculum for *NBC University Theater* and to blueprint long-range plans for the network's education-by-radio project in the field of literature.

Allied Arts

LOUIS G. PACENT Jr. has been appointed vice president in charge of manufacturing of Radio Speakers Inc. subsidiary of Emerson Radio & Phonograph Corp., New York. He formerly was plant manager.

WALTER H. STELLNER and **ELMER H. WAVERING** have been appointed vice presidents of merchandising and product design, respectively, at Motorola Inc., Chicago. Mr. Stellner was formerly in charge of home radio and television set design, and Mr. Wavering headed automotive product design.

ARNOLD MARQUIS, radio and television producer, has formed radio and television production offices at 6404 Hollywood Blvd., Hollywood.

BELL TELEVISION Inc., New York, has opened a branch office in Pittsburgh. Headquarters are in the Highland Bldg. Office is under management of **CARL B. CHRISTIANO** and **ROBERT E. STAR.**

HECTOR A. CASTELLUCCI has joined Wagner Recorder Mfg. Corp., New York, as general sales manager.

RALPH HACKBUSCH, vice president and general manager of Stromberg-Carlson Ltd., Toronto, has been elected president of Canadian Radio Technical Planning Board.

PHILCO DISTRIBUTORS Inc., New York division, has moved its offices from 565 5th Ave. to 47-51 33rd St., Long Island City, N. Y.

DEL WILSON has joined Radio-TV Employment Bureau Division of Radio's Reliable Resources, Philadelphia, as technical director. Mr. Wilson will report directly to **FRANKLIN O. PEASE,** general manager.

TEL AIR Assoc., New York, has opened Hollywood offices at 1508 Crossroads of the World. Principals are **MORT SINGER Jr.,** president; **SEYMOUR KAPLAN,** partner; **JAMES JUDSON COX,** sales promotion manager.

Television

JOHN SUTHERLAND Productions, Los Angeles, preparing series of one-minute live-action and animated commercial films for National Dairy Assn. Films being produced in technicolor for distribution to theatres, and will be converted to black and white for television.

RALPH H. WHITAKER Co. and **HOLLY FILMS Inc.,** both New York, have formed a working combination for production of television commercials on film.

CLAYTON BERGMAN has joined Television Adv. Productions, Chicago, as producer of firm's *Under 21* teen show on WBKB (TV) Chicago. Mr. Bergman replaces **DON FAUST,** resigned.

CYCLO / AUDIO Productions has opened radio and television packaging offices at 204 S. Beverly Drive, Beverly Hills, Calif. Phone is Bradshaw 2-4000. Principals are **CARL SCHLICTER,** writer-producer, and former radio director for Tuberculosis Assn.; **ALAN SANDS,** writer-producer; **DANIEL E. ANDERSON,** president of PR Inc., Los Angeles (public relations offices). New firm plans to use established literary properties and top name artists. First production, a television property, is scheduled for January.

TENNESSEE ASSN.

Sowell Heads New Group

REPRESENTATIVES of 31 Tennessee stations formed the Tennessee Assn. of Broadcasters Dec. 10 at Nashville. F. C. Sowell, manager of WLAC Nashville and a member of the NAB education committee, was elected president.

Mr. Sowell

First objective of TAB, Mr. Sowell announced, will be a closer coordination of the public service activities of Tennessee stations. In addition to his radio activities, Mr. Sowell serves as president of the Nashville Advertising Federation and vice president of the Nashville Sales Executive Council.

TAB elected Earl Winger, of WDOD Chattanooga, vice president, and Jack Draughon, WSIX Nashville, secretary-treasurer. The board of directors includes John Hart, WBIR Knoxville; Marshall Pengra, WATO Oak Ridge, and T. B. Baker, WKDA Nashville.

C. E. Arney Jr., NAB secretary-treasurer, attended the meeting and assisted in drafting the organizational plans.

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ATLANTA MACON SAVANNAH

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WMAZ MACON 10,000W · 940Kc

WTOC SAVANNAH 5000W · 1270Kc

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WTAD-FM

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WTAD-FM Channel 258. ERP 53,000 Watts

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Represented by WEED & COMPANY

Lee STATIONS

ACTIONS OF THE FCC

DECEMBER 10 to DECEMBER 16

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis-visual** | **unl.-unlimited hours**
SSA-special service authorization | **CG-conditional grant**

December 10 Decisions . . .

DOCKET CASE ACTIONS

Petition Denied

Announced memorandum opinion and order denying petition for rehearing filed by The New Britain Bcstg. Co. (WKNB), New Britain, Conn., requesting Commission to reverse its decision announced April 13 in re its application and those of Central Connecticut Bcstg. Co., New Britain, and The Hartford Times Inc. (WTHT), Hartford, or in alternative, set aside said decision and order further hearing.

AM—1450 kc

Upon joint petition of Ben K. Weatherwax and Fred G. Goddard, reopened record to incorporate engineering exhibits and stipulation insofar as they affect application of Weatherwax, closed record, and granted application of Weatherwax for new station at Aberdeen, Wash., 1450 kc 250 w unl.; cond.; dismissed as moot that part of petition as it relates to Fred G. Goddard, since his application was dismissed on Oct. 29 at his request.

Petition Denied

Adopted membrandum opinion and order denying petition for rehearing filed by Lycoming County Bcstg. Co., Williamsport, Pa., requesting (1) Commission to reconsider and set aside its decision of Sept. 9 (which denied petitioner's application and granted conflicting application of Williamsport Radio Bcstg. Assoc., Williamsport; (2) grant Lycoming's application without further proceedings other than to issue appropriate decision, or (3) hold oral argument on petition for rehearing and issues thereto.

AM—1490 kc

Upon petition of George Arthur Smith, adopted order granting application for new station at Jackson, Tenn., 1490 kc 250 w unl.; cond.

AM—1460 kc

Adopted order (1) severing from consolidated proceedings and removed from hearing docket amended application of Crescent Bay Bcstg. Co. for new station at Santa Monica, Calif., 1460 kc 1 kw D; (2) denied application of Tom C. Carroll tr/as Valley Bcstg. Co. for new station at San Fernando, Calif., 1460 kc 250 w D.

AM—630 kc

Upon petitions filed by WLAP Lexington, Ky., and Queen City Bcstg. Inc., Cincinnati, Commission adopted memorandum opinion and order (1) denying petition of American Bcstg. Corp. (WLAP) to correct order providing for further hearing in this poceeding; (2) dismissed as moot petition by Queen City Bcstg. Inc. for postponement of date of further hearing; (3) denied Queen City's petition for leave to amend its application; (4) granted petition of Queen City for order requiring selection of application for prosecution by Scripps-Howard Radio Inc. insofar as it requests that Scripps-Howard be required to make selection for prosecution between its applications (a) for operation on 630 kc in instant proceeding and (b) applications for transfer of control of WVLK Versailles, Ky., to Scripps-Howard Radio Inc., Cincinnati, and associated application to move WVLK to Cincinnati, and dismiss application it desires not to prosecute; and further ordered that Scripps-Howard is directed to make selection as to which of foregoing applications it desires to prosecute and to notify Commission of its selection within 10 days from date of release of this memorandum opinion and order and to dismiss application it desires not to prosecute (Comrs. Walker, Hyde and Jones dissenting).

BY COMMISSION EN BANC

AM—1400 kc

John T. Assey Jr., Helen M. Assey and Harmon L. Duncan, Georgetown, S. C.—Granted CP new standard station 1400 kc 250 w unl.; engineering cond.; estimated cost $29,500.

AM—1590 kc

Johnson County Bcstg. Co., Olathe, Kan.—Granted CP new standard station 1590 kc 500 w D; engineering cond.; estimated cost $19,500.

AM—1460 kc

S. S. Adcock, Fuquay Springs, N. C.—Granted CP new standard station 1460 kc 1 kw D; engineering cond.; estimated cost $14,400.

AM—1220 kc

The Magic City Bcstg. Co., Birmingham, Ala.—Granted CP new standard station 1220 kc 1 kw D; engineering cond.; estimated cost $20,902.

AM—1570 kc

Junction City Bcstg. Co., Junction City, Kan.—Granted CP new standard station 1570 kc 1 kw D; engineering cond.; estimated cost $14,230.

Modification of CP

KOME Tulsa, Okla.—Granted mod. CP to make changes in DA and change trans. location; engineering cond.

KXOA Sacramento, Calif.—Granted mod. CP to change from DA-N to DA-DN using same pattern, and to install FM ant. on top one tower.

Changes in DA

WGAN Portland, Me.—Granted CP make changes in DA-D changing from DA-1 to DA-2; engineering cond.

AM—1370 kc

KAST Astoria, Ore.—Removed from hearing docket and granted application for CP to change frequency from 1230 kc to 1370 kc, increase power from 250 w to 1 kw, install DA, change studio location and install new trans.; cond.

Modification of CP

WAEB Allentown, Pa.—Granted mod. CP to specify 500 w-D in conformance with cond. grant, new trans. site and change DA-DN operation; engineering cond.

Petition Denied

Bay State Bcstg. Co. and Whaling City Bcstg. Corp., New Bedford, Mass.—Adopted memorandum opinion and order denying petition of Bay State Bcstg Co. requesting that application be granted cond.; designated for consolidated hearing Bay State application and application of Whaling City Bcstg. Corp. each for new station 1230 kc 100 w unl.

WBMD Baltimore—Adopted memorandum opinion and order denying petition for reconsideration of Commission action of Oct. 27 denying petition which requested that its application be consolidated for hearing with mutually exclusive applications for same facilities filed by Sidney H. Tinsley Jr. and Belvedere Bcstg. Corp.

Change of Site

WDWS Champaign, Ill. — Granted changes in ground system and change trans. and studio locations.

Modification of CP

KTRN Wichita Falls, Tex.—Granted mod. CP to make changes in DA; cond.

Change of Site

WLOI LaPorte, Ind.—Granted request to move studio location to trans. site.

Modification of License

KGIW Alamosa, Col.—Granted mod. license to change from specified hours 7 a.m. to 4:30 p.m. and 6 p.m. to 9:30 p.m. to unl.

Petition Granted

WFPB Middletown, Ohio—Granted petition to reconsider, remove from hearing docket, and granted application for mod. license to permit operation after local sunset with 100 w power on assigned 910 kc.

ACTIONS ON MOTIONS
(By Commissioner Webster)

Charles Wilbur Lamar Jr., Morgan City, La.—Granted petition for continuance of hearing scheduled Dec. 13 to March 28, 1949, at Morgan City, La.

Guy Gannett Bcstg. Services, Portland, Me.—Granted petition to dismiss without prejudice TV application.

KFBK-FM Sacramento, Calif. — Granted request for indefinite continuance of hearing on FM application presently scheduled Jan. 4.

Radio St. Clair Inc., Marine City, Mich.—Granted petition insofar as it requests leave to amend application to specify different type trans.; denied petion insofar as it requests hearing date be advanced to June 1, 1949.

KYOR Silver Gate Bcstg. Co. (Assignor), San Diego Bcstg. Co. (Assignee), San Diego, Calif.—Granted joint petition for dismissal without prejudice of their application for assignment of CP and license for station KYOR.

Radio New Orleans Inc., New Orleans—Granted petition to dismiss without prejudice its application.

KVAK S. H. Patterson (Assignor), Atchison, Kan., Albert Alvin Almada (Assignee), Sacramento, Calif. — Granted petition for indefinite continuance of hearing presently scheduled Dec. 21 on application for assignment of license.

KXRO Aberdeen, Wash.—Commission on its own motion continued hearing presently scheduled Dec. 13 at Aquiam, Wash., to Feb. 3, 1949, at that place, in re application.

KNEU Provo, Utah—Commission on its own motion removed from hearing docket application for mod. CP.

Ebbets - McKeever Exhibition Co., Inc., Brooklyn, N. Y.—Granted petition for leave to amend FM application to show applicant's intention to commence operation on basis of 5 hours daily, rather than 7 hours daily.

WMEX Boston—Granted petition insofar as it requests that portions of Issues 5 (b) and (c) of Commission's amended order of Nov. 26 be stricken, insofar as petition requests that portions of Issue 5 (d) be stricken, it is denied.

Hollywood Community Radio Group, Hollywood, Calif.—Granted petition to dismiss without prejudice AM application.

BY THE COMMISSION

WMEX Boston—Granted petition for continuance of hearing now scheduled Dec. 13 at Boston, to Jan. 4, 1949 at that place, in re application for renewal of license and transfer of control.

December 10 Applications . . .

ACCEPTED FOR FILING

AM—790 kc

WQXI Buckhead, Ga.—CP increase 1 kw to 5 kw, change type trans.

Acquisition of Control

WTVL Waterville, Me.—Acquisition of control by Carleton D. Brown through reorganization of firm.

Modification of License

WGST Atlanta—Mod. license change name of licensee to Board of Regents University System of Georgia, for and on behalf of Georgia Institute of Technology.

Modification of CP

KTSA San Antonio—Mod. CP increase power etc. for extension of completion date.

License Renewal

License renewal application filed for following AM stations: KERO Bakersfield, Calif.; KGFJ Los Angeles; WTHT Hartford, Conn.; WJOB Hammond, Ind.; WHIR Danville, Ky.; WNEB Worcester, Mass.; WHOP Hopkinsville, Ky.; KYSM Mankato, Minn.; WKBO Harrisburg, Pa.; KFIO Spokane, Wash.; WCLO Janesville, Wis.; WDSM Superior, Wis.

CP to Reinstate

WGOV-FM Valdosta, Ga.—CP to reinstate CP new FM station.
WFRS Grand Rapids, Mich.—Same.

License Renewal

KENO-FM Las Vegas, Nev.—License renewal FM station.

Modification of CP

WVTL Utica, N. Y.—Mod. CP new commercial TV station to change studio and trans. sites, make ant. changes, change trans. and extension of completion date; change ERP from vis. 15 kw, aur. 7.5 kw to vis. 16.1 kw, aur. 8.05 kw.

TENDERED FOR FILING

Competitive Bid

WHAS-AM-FM-TV Louisville—Competitive application filed by Fort Industry Co. for purchase of 100% common stock.

Modification of License

KVAN Vancouver, Wash.—Mod. license to change studio location from Vancouver to South Shore of Silver Lake, Multnomah County, Ore. Request waiver Sec. 3.30(a).

(Continued on page 78)

FCC Correction

CALL LETTERS of WNNJ, FM station at Paterson, N. J. were incorrectly given in FCC decisions Dec. 8 as WNHJ. Operator is North Jersey Bcstg. Co. Inc.

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FCC Actions

(Continued from page 76)

December 13 Decisions . . .

DOCKET CASE ACTIONS

AM—1400 kc

Announced final decision granting application of Bay County Bcstg. Co. for new station at Panama City, Fla. 1400 kc 250 w unl., cond., and denying application of The St. Andrew Bay Bdcstg. Co., Panama City, seeking same facilities.

Announced final decision granting application of Erie Bcstg. Co. for new station at Erie, Pa., 1400 kc 250 w unl., cond., and denying mutually exclusive applications of Time Pub. Co. and Community Bcstg. Co.

AM—1260 kc

Announced proposed decision looking toward grant of application of Belleville News-Democrat for new station in Belleville, Ill., 1260 kc 1 kw unl. DA-N, and denial of applications of Hobart G. Stephenson Jr. for new station in St. Louis, 1230 kc 250 w unl. and of On the Air Inc. to change facilities of WTMV East St. Louis, Ill., from 1490 kc 250 w unl., to 1260 kc 1 kw unl. DA.

BY COMMISSION EN BANC

Petition Denied

KERO—J. E. Rodman (Assignor), Paul R. Bartlett (Assignee), and Kern County Bcstrs. (Assignee), Bakersfield, Calif.—Adopted memorandum opinion and order denying petition by Kern County Bcstrs requesting that Commission resettle or restate terms of its order of Aug. 19, denying Kern County's petition for reconsideration and grant of Commission action on June 2, granting consent to assignment of license of KERO.

Southern California Television Co., Los Angeles—Adopted order denying petition by Southern California Television Co. requesting (1) that Commission reconsider memorandum opinion and order of Oct. 28, and grant its petition of Aug. 10, requesting that parties to proceeding in re application of Dorothy S. Thackrey and Warner Bros. Pictures Inc. involving transfer of control of KYA KMTR KLAC KLAC-TV, be required to state separate consideration for each of stations being transferred; (2) that Commission allow oral argument on Aug. 10 petition; and (3) that expiration date for filing competing applications be extended.

BY THE COMMISSION

CP to Reinstate

WPTZ Philadelphia—Granted CP for reinstatement of CP as mod., which authorized new TV station. Channel 3, (60-66 mc), ERP vis. 10.37 kw, aur. 10.7 kw.

December 14 Decisions . . .

BY THE SECRETARY

Harris County Broadcast Co., Houston, Tex.—Granted assignment of license for KIIS and CPs and STA for KAXJ and KHOQ to Shamrock Bcstg. Co.

KSPA Santa Paula, Calif.—Granted extension of time in which to carry out assignment of license from Town Talk Bcstg. Co. to Ventura County Radio Center Inc.

WATO Oak Ridge, Tenn.—Granted extension of time to 1-7-49 in which to carry out assignment of license from Pellegrin and French to WATO Inc.

WGEM Quincy, Ill.—Granted license new standard station, and specify studio location; 1440 kc 1 kw DA unl.

WEOL Elyria, Ohio—Same—930 kc 1 kw unl.

WSAM Saginaw, Mich.—Granted mod. CP to make changes in vertical ant. and mount FM ant. on AM tower and change trans. location.

Following were granted mod. CPs for extension of completion dates as shown: WSNJ-FM Bridgeton, N. J., to 3-30-49; WCON-FM Atlanta, Ga., to 6-1-49; WELD Columbus, Ohio, to 7-1-49; WHK-FM Cleveland, to 4-11-49; WNAR-FM Norristown, Pa., to 3-1-49; KMPC-FM Los Angeles, to 7-1-49; KRMD-FM Shreveport, La., to 3-1-49; WLAD-FM Danbury, Conn., to 3-15-49; WHKC Columbus, Ohio, to 3-28-49; WHIZ Zanesville, Ohio, to 6-1-49; KWIE Kennewick, Wash., to 3-8-49; KFBK Sacramento, to 2-15-49; WIPR Santurce, P. R., to 2-28-49; WHLW Rutland, Vt., to 3-27-49.

WGAT Utica, N. Y.—Granted license change frequency, change hours, increase power, etc.

KGCX Sidney, Mont.—Granted license increase D power, etc.

KHBC Hilo, T. H.—Granted license change frequency, increase power etc.

HENRY DUPRE, special events director of WWL New Orleans, signs over a check for $2,140 to Sister Margaret (r), head of the 24 children's wards in the South's largest charity hospital. The money, raised by WWL, will be used to buy two-way communications equipment so the children can listen to the radio and hear school lessons taught by Selma Klein (l), Orleans parish school board teacher.

WAZL Hazelton, Pa.—Granted license change vertical ant., mount FM ant. on AM tower and change trans. location.

KWFT Wichita Falls, Tex.—Granted license increase power, change DA-N and to mount FM ant. on SE tower.

KOPR Butte, Mont.—Granted license new standard station and specify studio location and change type trans.; 550 kc 1 kw DA-N unl.

WEMP Milwaukee—Granted license install aux. trans. at present location of main trans., to be operated on 1340 kc with 250 w.

KOJM Havre, Mont.—Granted license new standard station and change of studio location; 730 kc 1 kw D.

WNOP Newport, Ky.—Granted license new standard station; 740 kc 1 kw D.

WBIS Bristol, Conn.—Granted license new standard station 1440 kc 500 w D.

WJPS Evansville, Ind.—Granted license new standard station 1330 kc 1 kw-N 5 kw-D unl. DA-2.

WTSV Claremont, N. H.—Granted license new standard station 1230 kc 250 w unl.

WMIK Middlesboro, Ky. — Same—1490 kc 250 w unl.

WKJG WKJG-FM Fort Wayne, Ind.—Granted involuntary transfer control of permittee corporation and licensee corporation from William A. Kunkel Jr. (deceased) to William A. Kunkel III (administrator).

Midland Bcstg. Co., Kansas City, Mo.—Granted CP for new exp. TV station W10XFQ.

KONG Times-Star Pub. Co., Alameda, Calif.—Granted request to cancel CP new FM station.

KSMO-FM Amphlett Printing Co., San Mateo, Calif.—Same.

KLEE-FM W. Albert Lee, Houston, Tex.—Same.

WCLC Clarksville, Tenn. — Granted mod. CP change type trans.

WHVR Hanover, Pa.—Granted mod. CP for approval of ant. and trans. location, and specify studio location.

KSIJ Gladewater, Tex. — Granted mod. CP to change type trans. and for approval of ant. and trans. locations.

Following were granted mod. CPs for extension of completion dates as shown: WSB-TV Atlanta, Ga., to 3-15-49; WJZ-TV New York, to 6-30-49; KECA-TV Los Angeles, to 6-30-49; WWJ-TV Detroit, to 3-15-49; WDTV Pittsburgh, to 5-30-49; WPIX New York, to 7-8-49; WXYZ-TV Detroit, to 6-30-49; WTOA Trenton, N. J., to 1-10-49; WRRN-FM Warren, Ohio, to 5-23-49(*); KWBB-FM Wichita, Kan., to 5-27-49(*); WCFL-FM Chicago, to 5-19-49; KIOA-FM Des Moines, to 6-10-49(*); KRKD-FM Los Angeles, to 3-1-49(*); WGTR Boston, to 2-1-49; WOAK Oak Park, Ill., to 1-30-49; KDTH-FM Dubuque, Iowa, to 7-8-49; WMCF Memphis, to 1-1-49; WAFM Birmingham, Ala., to 7-1-49; KFYO-FM Lubbock, Tex., to 4-1-49; WPDX-FM Clarksburg, W. Va., to 3-8-49; KGNC-FM Amarillo, Tex., to 4-1-49; WMKA New York, to 3-15-49; WMBI-FM Chicago, to 3-5-49; WNAO-FM Raleigh, N. C., to 1-26-49; KYFM San Antonio, to 6-22-49.

(*) On condition that construction be completed or interim operation provided by that date.

WCPA Clearfield, Pa.—Granted license covering change in power; cond.

Meredith Syracuse Television Corp., Syracuse, N. Y.—Granted CP and license for new exp. TV relay W2XMO.

KROX Crookston, Minn.—Granted license new standard station and specify studio location; 1050 kc 1 kw D.

WJKX Jackson Bcstg. Co., Jackson, Tenn.—Granted request to cancel CP for new FM station.

WABA Aguadilla, P. R.—Granted mod. CP for approval of ant. and trans. location.

KWIE Kennewick, Wash.—Granted mod. CP change trans. and studio locations and change type trans.

WOJL Madison, Wis.—Granted mod. CP change trans. location.

WWEZ New Orleans—Granted mod. CP change type trans. and change trans. location.

WXLW Indianapolis—Granted mod. CP change type trans.

Following were granted mod. CPs for extension of completion dates as shown: WHKY-FM Hickory, N. C., to 7-1-49; WREV-FM Reidsville, N. C., to 3-8-49; KTUL-FM Tulsa, Okla., to 3-49; KBUR-FM Burlington, Iowa, to 2-1-49; WDSU-FM New Orleans, to 3-28-49; WCAE-FM Pittsburgh, to 3-1-49; WDWS-FM Champaign, Ill., to 12-30-48; WBAP-FM Ft. Worth, to 2-15-49; KQV-FM Pittsburgh, to 6-28-49; WNOW-FM York, Pa., to 6-1-49; WJLB-FM Detroit, to 7-1-49; WJPA-FM Washington, Pa., to 3-31-49; WDBO-FM Orlando, Fla., to 3-14-49.

December 14 Applications . . .

ACCEPTED FOR FILING

AM—1410 kc

Dunkirk Bcstg. Corp., Dunkirk, N. Y.—CP new AM station 1410 kc 500 w unl. DA-N AMENDED to change trans. and change re stockholders.

AM—970 kc

WJMX Florence, S. C.—CP change from 5 kw D to 5 kw-D 100 w-N unl., install second main trans. for N, install second radiating system for N and specify second trans. site for N.

AM—990 kc

KTRM Beaumont, Tex.—CP change from 250 w D to 1 kw unl. DA-1, change trans. site AMENDED to request 1 kw-D 500 w-N, change DA.

CP to Reinstate

WHJB Greensburg, Pa.—CP to reinstate CP increase power etc.

License Renewal

License renewal applications filed for following AM stations: KBTM Jonesboro, Ark.; KFJB Marshalltown, Iowa; WCOL Columbus, Ohio; WCPO Cincinnati; WGLN Glens Falls, N. Y.

Modification of CP

KJAY Topeka, Kan.—Mod. CP new AM station for extension of completion date.

KVNJ Fargo, N. D.—Same.

WKNK Muskegon, Mich.—Mod. CP new AM station to change from 1 kw D to 1 kw unl. and install DA-N.

WICA Ashtabula, Ohio—Mod. CP increase power etc. for extension of completion date.

WDEV Waterbury, Vt.—Mod. CP change hours etc. for extension of completion date.

WKVM Arecibo, P. R.—Mod. CP change frequency etc. for extension of completion date.

License Renewal

WHA-FM Madison, Wis.—License renewal FM station.

Modification of CP

KDYL-TV Salt Lake City—Mod. CP new commercial TV station to decrease ERP from vis. 14.5 kw, aur. 7 kw to vis. 4.13 kw, aur. 2.3 kw AMENDED to change corporate name from Intermountain Bcstg. Corp. to Intermountain Bcstg. and Television Corp.

TENDERED FOR FILING

Assignment of License

WOOF Dothan, Ala.—Assignment of license from R. A. Dowling Jr., Owens Fitzgerald Alexander d/b/a Dowlander Bcstg. Co. to R. A. Dowling Jr.

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AM—960 kc

KNEB Scottsbluff, Nebr.—CP change 960 kc power from 1 kw D 1 kw-D 500 w-N unl. and install A-DN (DA-2).

December 15 Applications . . .

ACCEPTED FOR FILING

AM—1570 kc

Lakes Area Bcstg. Co., Pryor, Okla.—CP new AM station 1100 kc 250 w D AMENDED to request 1570 kc (Contingent on KAKC changing to 970 kc).

AM—1270 kc

Lake Bcstg. Co. Inc., Gary, Ind.—CP new AM station 1270 kc 1 kw unl. DA AMENDED to change stockholders.

Assignment of License

WAGA-AM-FM-TV Atlanta, Ga.—Assignment of license for AM and CPs for FM and TV from Liberty Bcstg. Corp. to The Fort Industry Co.

WJBK WJBK-FM Detroit—Assignment of license for AM and CP for FM from Detroit Bcstg. Co. to The Fort Industry Co.

WWVA WWVA-FM Wheeling, W. Va.—Assignment of license for AM and CP for FM from West Virginia Bcstg. Co. to The Fort Industry Co.

WGL Fort Wayne, Ind.—Assignment of license from Farnsworth Television and Radio Corp. to News-Sentinel Bcstg. Co. Inc.

WMMN Fairmont, W. Va.—Assignment of license from Monongahela Valley Bcstg. Co. to The Fort Industry Co.

License Renewal

License renewal applications were filed by following AM stations: WDEC Americus, Ga.; WJOR Bangor, Me.; WNO Winona, Minn.; KYJC Medford, Ore.; KEVT Kerrville, Tex.; KOSF Nacogdoches, Tex.; WFVA Fredericksburg, Va.; WPUV Pulaski, Va.

License for CP

WVMC Mt. Carmel, Ill.—License to cover CP new AM station.

KLER Rochester, Minn.—Same.

KXEO Mexico, Mo.—Same.

WLNA Peekskill, N. Y.—Same.

WKIN Kittanning, Pa.—Same.

WACB Kittanning, Pa.—Same.

KFSB Joplin, Mo.—License to cover CP new AM station and change studio location.

KRTN Raton, N. M.—License to cover CP new AM station and specify studio location.

WIBL Hammond, La.—Same.

WKDN Camden, N. J.—Same.

Modification of License

KXLA Pasadena, Calif.—Mod. license to remove limitations imposed by FCC license.

KDYL Salt Lake City—Mod. license to change name of licensee from Intermountain Bcstg. Corp. to Intermountain Bcstg. and Television Corp.

Modification of CP

WMBD Peoria, Ill.—Mod. CP increase power etc. for extension of completion date.

WHIS Bluefield, W. Va.—Mod. CP increase power etc. for extension of completion date.

License Renewal

WTRF-FM Bellaire, Ohio—License renewal FM station.

License for CP

KWRN-FM Reno, Nev.—License to cover CP new FM station.

Modification of CP

WSFA-FM Montgomery, Ala.—Mod. CP new FM station for extension of completion date.

WWNI Wabash, Ind.—Same.

WMIN-FM St. Paul, Minn.—Same.

WJDX-FM Jackson, Miss.—Same.

WVKO Columbus, Ohio—Same.

WESB-FM Bradford, Pa.—Same.

WEAN-FM Providence, R. I.—Same.

WSB-FM Atlanta, Ga.—Same.

UNESCO

Hanna Harbors Misgivings On '49 Radio Program

IN SPITE of general agreement among UNESCO nations on the necessity for world-wide mass communication by radio, Michael R. Hanna, U. S. Radio representative and advisor to UNESCO, returned from the conferences with misgivings as to the general success of what he termed "an excellent 1949 program."

Mr. Hanna, general manager of the Cornell U. stations, WHCU and WHCU-FM Ithaca, N. Y., and director of NAB District 2, was U. S. representative at the Paris UNESCO Radio Programme Commission conference, and advisor to the U. S. delegation to the general UNESCO conference at Beirut, Lebanon.

Acceptance of the American proposal that the radio commission of the UN group be essentially a program producing agency, rather than merely a "clearing house" for such material, may be implemented only in the democracies, Mr. Hanna said.

Support for the "clearing house" idea which came from several countries, among which were Hungary and Czechoslovakia, "Iron Curtain" countries, he interpreted as indicating a desire to obtain all possible information, but with reservations as to whether and how it might be put to use within their boundaries.

A proposal that UNESCO establish a world network to assure universal broadcasts of its program was shelved in favor of Mr. Hanna's arguments for making the best possible use of existing broadcasting facilities.

He noted the inadequacy of the UNESCO budget for so large and expensive an operation as the construction and staffing of a world network, the waste in duplicating existing facilities, and the disadvantages of such a network in attempting to reach mass audiences in competition with established state-owned and commercial broadcasting facilities.

Among the recommendations approved by the Radio Programme Commission and the UNESCO general conference were eight program projects for 1949. These included:

UNESCO Radio Bulletin: A weekly collection of news items of international significance and of particular interest to UNESCO in education, science and agriculture, of 12 to 15 minutes in length.

World Books: Program material on new books of international importance.

Hopes of Tomorrow: Program material on current events in education, science and culture which promise hope of a better life for the peoples of the world.

Round the World: Program material designed to illustrate the theme that no nation lives alone and that each nation benefits from the inventions of all other nations, both in the field of ideas and in the field of achievements.

The Masters Meet: Suggestions for programs built round eminent personalities of one country explaining the work and achievements of a comparable personality from another country.

Modern Life on Trial: Program material designed to provoke discussion of the pros and cons of current developments in such matters as educational methods, industrialization, medicinal discoveries, etc.

Crossroads: Program material designed to illustrate the theme that the peoples of the world have it in their power to cooperate for their common welfare, or to destroy themselves in war.

Food and People: Program material prepared by international experts, designed to increase popular understanding of the problems of world population and world food resources, and of what is being and can be done to resolve this problem.

KBTR Minneapolis—Same.

WWOD-FM Lynchburg, Va.—Same.

WOI-FM Ames, Iowa—Mod. CP new noncommercial educational FM station for extension of completion date.

KDYL-FM Salt Lake City—Mod. CP which reinstated CP new FM station to change name from Intermountain Bcstg. Corp. to Intermountain Bcstg. and Television Corp.

WHBF-FM Rock Island, Ill.—Mod. CP new FM station to change ERP from 35 kw to 36.6 kw, ant. height above average terrain from 400 to 385 ft., make changes in ant.

KECK-FM Odessa, Tex.—Mod. CP new FM station to change ERP from 1.7 kw to 8.64 kw, ant. height above average terrain from 400 to 404 ft., change type trans. and make changes in ant.

FM—96.9 mc

KALB-FM Alexandria, La.—CP to change ERP to 10.86 kw, change type trans. and specify ant. height above average terrain 377 ft.

Transfer of Control

WTVN Columbus, Ohio — Transfer control from Elmer E. Schatz, Louis W. Adams, Dale D. Rapp, Edwin Q. Brandt, Charles J. Martin, Mark Flanagan and Richard D. McCann to Edward Lamb and Prudence H. Lamb.

Modification of CP

KLAC-TV Los Angeles—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

CP to Reinstate

WGRO The Naugatuck Valley Bcstg. Corp., Ansonia, Conn.—CP to reinstate CP new AM station 690 kc 1 kw D.

AM—680 kc

WCTT Corbin, Ky.—CP change from 1400 kc 250 w unl. to 680 kc 1 kw unl. DA-N.

AM—980 kc

WILK Wilkes-Barre, Pa.—CP change from 1450 kc 250 w unl. to 980 kc 1 kw-N 5 kw-D unl. DA-DN.

Assignment of License

WTRR Sanford, Fla.—Assignment of license from James S. Rivers tr/as Southeastern Bcstg. System to Myron A. Reek d/b as Radio Station WTRR.

Competitive Bid

WHAS-AM-FM-TV Louisville, Ky.—Competitive application filed by Hope Productions Inc. to purchase 100% stock of stations.

APPLICATION RETURNED

WAUD Auburn, Ala.—RETURNED Dec. 6 as incomplete application for license renewal AM station.

(Continued on page 85)

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BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Medium sized station in large metropolitan city in central states needs general manager, minimum age 30. Box 544, BROADCASTING.

Regional network station in large metropolitan city in central states needs combination station manager - sales manager, minimum age 30. Box 543, BROADCASTING.

Salesmen

Salesman—Opportunity to write two to three thousand monthly at 15%. $200 draw guaranteed for two months to experienced mature man. Midwest. Box 563, BROADCASTING.

Excellent opportunity for salesman of real ability and highest character offered by network station in important Texas market. Box 571, BROADCASTING.

Announcers

Experienced announcer—Midwest CBS regional. Send minimum salary requirements, audition disc and references. Box 486, BROADCASTING.

Announcer—Opening near future for all-round, eager young announcer with midwest NBC affiliate. Send disc and background. Box 507, BROADCASTING.

Wanted—Combination announcer-engineer, first class ticket for southeastern independent station. Opportunity for experience and advancement. Send disc and full particulars. Box 514, BROADCASTING.

Announcer-engineer with emphasis on announcing, Rocky Mountain network station. Send disc and full information. Box 372, BROADCASTING.

Versatile all-round staff announcer-writer, hard worker, for progressive organization. Immediate opening, personal interview only. WEIM, Fitchburg, Massachusetts.

Announcer with superior voice and thorough experience needed by network station in beautiful southwestern city. Box 573, BROADCASTING.

If you can build an audience and have a record of proven performance, a good job is available on the announcing staff of station in large Texas city. Box 577, BROADCASTING.

Technical

Wanted—Transmitter engineer. Experience unnecessary. For 1 kw station in Florida. Must have car. Salary $45.00 for 40 hour week. Reply Box 555, BROADCASTING.

Combination man with experience to act as chief engineer. Must maintain new 250 watt Collins equipment and announce relief. Single man preferred. $60.00 start. Send photo, disc and reference. KOWB, Laramie, Wyoming.

Engineer—First class ticket. For 250 watt station in large market. $45.00 for 40 hours. Write WZIP, Covington, Ky.

Wanted—Operator for 250 watt AM and 10 kw FM transmitters. Please give complete details first letter WKPT, Kingsport, Tennessee.

Combination engineer-announcer. Engineering experience unimportant. Small southern town. Cost of living low. Send disc and salary required first letter. Box 501, BROADCASTING.

Chief engineer, WXLW, Indianapolis, 1 kw day AM and 3 kw FM. Good salary for experienced man, must cooperate with programs, know construction, how to handle engineers, and take charge of considerable new construction. Opening is immediate. All letters answered. Riley 4446. Mr. Losey, manager.

Help Wanted (Cont'd)

Three combination first class engineer-announcers. One to serve as chief engineer. Contact Monroe Looney, Radio Station WNAG, Grenada, Mississippi.

Chief engineer of proven qualifications and ability to develop loyal and harmonious staff wanted by Texas station. Box 576, BROADCASTING.

Assistant chief engineer wanted in southwestern local. Box 574, BROADCASTING.

Texas 250 watter wants transmitter operator of stable character. Box 572, BROADCASTING.

Experienced engineer with best references wanted by network local in pleasant southwestern resort city. Box 570. BROADCASTING.

Production-Programming, others

Music librarian, WKYW, Louisville, one of leading independents in all music programs, full time librarian handling four libraries, records, all music details. Liberal pay to right man or woman. If you want a permanent job call Wilburn, Clay 4811.

Graduate home economist to write and broadcast daily kitchen type program and daily extemporaneous report from the Municipal Food Terminal. Important established position. Bright future. KMBC, Kansas City, Missouri.

Continuity writer, WKYW, Louisville, all music daytimer, wants top-notch writer of sports, programs to head up department. Better than average starting salary to right man or woman. Samples, references to David Wilburn, Clay 4811.

Program director-announcer. North Carolina station. Need not apply unless you are tops. Box 559, BROADCASTING.

Continuity and script writer who can write copy with selling punch needed by network station in Texas resort city. Box 575, BROADCASTING.

Two combination men, emphasis announcing chance to continue college. WSSO, Starkville, Mississippi.

Continuity director-writer for NBC affiliate. Background in writing, selling copy important together with knowledge of building both et and live shows. Excellent salary for right man. Send script samples to WTAC, Flint, Michigan.

Situations Wanted

Managerial

Manager—Now working at 1000 watt station. Knowledge all phases of radio broadcasting. Selling, announcing, etc. Want manager's job in southern station. Box 432, BROADCASTING.

General manager, independent station, past 5 years. Previously manager network station both cities over 200,000. Newspaper background. Could invest $25,000. Highest references. Box 431, BROADCASTING.

Program manager in major eastern market seeks new connection. Legitimate reason for change. Two years with present management, fourteen years in radio including four in NY as director of topflite network shows. Thirty-four years old, married, dependable. Thorough knowledge of music. Excellent references. Box 557, BROADCASTING.

Manager, program director. Well educated, veteran, 13 years experience in small and major markets. Knows commercial radio cold. Box 410, BROADCASTING.

General manager available, sober, family man. Fifteen years experience construction and operation. Top record, references. South only. Box 72, BROADCASTING.

Commercial manager now employed desires to make change. Sober family man desiring permanence. Box 578, BROADCASTING.

Situations Wanted (Cont'd)

Successful manager desires change in January. Civic minded, local programming a speciality, announces, outstanding sales and profit record. Radio since 1935. College graduate. 28. Sports and hillbilly station preferred. Box 346, BROADCASTING.

Experienced radio man with background of time selling and other phases of station operation wants position as manager, or manager-commercial manager. Has money to invest. South preferred. Box 579, BROADCASTING.

Manager—Successful fifteen year network affiliate record. Thoroughly experienced all departments. Best references. Can be available on short notice. Box 577, BROADCASTING.

Successful general manager desires change in January. Experienced in construction and operation. Wants to return to competitive market. Prefer southwest or south. Heavy on sales, programming and civic activities. Can do all play-by-play sports and news work. Excellent references. Box 566, BROADCASTING.

Salesmen

February college graduate wants position in radio sales or promotion. Advertising and personal selling experience. Midwest desired. Box 552, BROADCASTING.

Sales-publicity. Experienced, young, enthusiastic. References, good record. Available for interview. Box 549, BROADCASTING.

Salesman — Available January first Washington or Baltimore area only. Approximately eight years sales and sales promotion experience. Excellent record. Presently employed as commercial manager. Southern independent. Box 560, BROADCASTING.

Announcers

Announcer, age 22, 19 months experience, excellent voice. Operate console. Box 436, BROADCASTING.

Capable announcer—Wide experience. Interested in permanent spot with station offering future opportunities. $60.00 minimum. Box 472, BROADCASTING.

Chief announcer, program director, desires position west coast. Available immediately. Versatile, experienced. Contact Jerry Dehaan, 3946 Collis Ave., Los Angeles. Phone: C. A. 1-2322.

Announcer, 28, graduate leading radio school, Radio City. Single, will travel. Disc on request. Box 556, BROADCASTING.

Announcer, 22, single, seeking position in good market. Two years experience, all - round commercial background. Good selling voice. References, disc, photo and any further information on request. Please include approximate compensation in reply. Box 553, BROADCASTING.

Announcers, continuity copywriters, combination men ready for placements. All trained in production, traffic and studio technique, Pathfinder School of Radio Broadcasting, 1329 Oak Street, Kansas City, Missouri. Will send disc, etc.

Capable staff announcer formerly employed by local New Jersey outlet desires to remain in New Jersey. Available immediately for personal audition anywhere in New Jersey. Box 475 BROADCASTING.

Announcer. Veteran. Age 25, single. Stock experience, thoroughly trained mike technique at Radio City. Willing to travel. Disc available. Box 520, BROADCASTING.

Announcer, single, age 25. College graduate. Two years AFRS. Graduate leading radio school, Radio City, New York. Capable in all phases of radio announcing. Disc available. Box 519, BROADCASTING.

Experienced girl newscaster desires staff position. University educated, good references. Salary $50.00. Will go anywhere. Box 508, BROADCASTING.

Announcer — 2½ years experience. Strong on sports and newscasting. Disc jockey commercials. Can operate board. Married. Desire permanent position. Box 488, BROADCASTING.

I'm employed, but want east coast. Sports (play-by-play), news, preferred. Will do staff job if able to do sports. Five years experience. Good reference, vet, married. $75.00 minimum. Box 482, BROADCASTING.

New England morning personality looking for big city station that could use a morning shot in the arm. Box 568, BROADCASTING.

Staff announcer, can program, 3 years experience one station. Confirmed Floridian. Age 35. Audition disc upon request. 257 Lafayette Drive, Miami Springs, Phone 88-2436, Charles D. Shaw.

Situations Wanted (Cont'd)

Topnotch disc jockey and sports announcer would like to work and grow with progressive station east, south or midwest. Background includes successful all night and early bird shows, major metropolitan market. Will go local stars poll national magazine. Sports and programming experience, smaller markets. Available immediately. Johnny Murray, 28 Craft Ave., Glen Cove, LI, NY.

Combination announcer-engineer. First class license. Good voice. Fifteen years experience in broadcasting including programming and newscasting. Box 580, BROADCASTING.

Dramatics, experienced man 28 years single. Will stick. News commentaries, disc jockey or related. Will send disc, references, picture. Box reasonable salary acceptable. Boy McLain, Deckerville, Michigan.

Announcer desires staff position. Thoroughly trained—commercial announcing, newscasting, production, writing. If you want a capable radio man write or write for audition disc. Lloyd Brandt, 723 SE 19th, Portland 14, Oregon.

Announcer: Available for general broadcasting. Several years radio experience. Specialized all types music. Trained in control board operation, production, program direction, announcing. Specially adapted for handling ad-libbing shows. LCB, 31 Tufts Road, Arlington 74, Massachusetts.

Announcer — 2½ years experience. Strong on sports and newscasting. Disc jockey, commercials. Can operate board. Married. Desire permanent position. Box 488, BROADCASTING.

Experienced announcer desires to break into television. Can do sports, good MC work and live talent shows. Capable of writing good comedy material. Box 561, BROADCASTING.

Attention radio stations carrying play-by-play broadcasts of St. Louis Cardinals baseball: parent or farm. Here's your chance to sign up an experienced sports announcer for 1949. Last 3 years class A. Top references, experienced all phases of announcing. Box 548. BROADCASTING.

Stability plus ability equal performance of announcer, thoroughly experienced in news, special events, disc jockey platter shows, sportscasts. Language, music, education, programming, production know-how production. Available now. Call or write Herb Gottschalk, 6300 Woodlawn Avenue, Chicago 15. Attlantic 5-0516.

Day-nite DJ. Have built string of successful DJ shows, all sponsored. Like personality. Experience all phases networks. Hold first phone, available 2 weeks. Wire recording available. Contact Jay S. Siegel, 1996 Davidson Ave., Bronx, N. Y.

Announcer—Two years experience veteran, single, age 22, dependable. Immediately available, consider any position, graduate of Berk Radio. Box 542. BROADCASTING.

Recent Georgia University graduate. Good theoretical background for radio. Need experience. Desire position as announcer-trainee or copywriter. Leigh Powell, Jr., 4801 Leslie Ave., Washington 20, DC. Spruce 0[illegible]. (Prefer southeastern states.)

Kelton & Waskow work as announcing writing team. Announcing: commercials, news, music, sports, interviews, ad-lib, disc-jockey. Writing: commercials, continuity, dramatic, comedy. Veterans, single. Versatile, creative, reliable. Contact Waskow, 936 Emerson St., NW, Washington 11, D. C.

Experienced sports announcer. All phases play-by-play and announcing. Also program directors' experience, ten years in radio. Desire change to progressive station with lots of sports. Disc available. Will travel anywhere, conditions satisfactory. Box [illegible] BROADCASTING.

Announcer — Young, single experienced. Prefer midwest but will travel. Disc, photo on request. Box [illegible] BROADCASTING.

Newsman-announcer, experienced, versatile, with radio news journalism degree from Missouri U. January 29. employed ABC affiliate. Box [illegible] BROADCASTING.

Announcer, single, vet, 23. College background in journalism. Some announcing experience. Like news particular. East or south. Box [illegible] BROADCASTING.

1949 baseball announcer, season all sports, versatile all-round announcer. Five years experience available anywhere after January 1st. Green, 357 West 58th St., New York N. Y.

Situations Wanted (Cont'd)

announcer. Single, veteran, university educated, thoroughly trained leading radio school Radio City, York. Willing to travel. Disable. Box 454, BROADCASTING.

ropolitan stations. A versatile, experienced announcer seeking a position that represents advancement. spy in present job, but have understandable urge to move up. Available notice that will be reasonable to present employer and you. Extremely production-conscious. Box 535, OADCASTING.

rtscaster, topnotch man, play-by-baseball, football, basketball. roughly experienced staff duties ing sports hulls, topflight voice. $125 kly. Box 533, BROADCASTING.

nouncer — 3 years experience all ses programming-production. Presently employed. Box 429, BROADSTING.

Technical

f engineer — Desires permanent nections with a completely reliable gressive organization. I am 40 rs old, single and can furnish necesreferences, character and ability. enty years experience AM, FM, TV. genial working environment more portant than high salary. Please full details first reply. Strictly idential. Box 551, BROADCAST-G.

gineer, first phone, veteran, three rs television and radio engineering rge Chicago school. Prefer TV or with TV plans. Box 492, BROADSTING.

hnician, first phone. No broadcast experience, but ham radio 10 years, service and musician. Prefer m climate. Lloyd Conway, 2887 st 15th St., Los Angeles, Calif.

f engineer. Eighteen years superry experience, network and indedent. One to fifty kw. Installation, ceptional military communications rd. Presently chief 5 kw. Excelreferences including present emer. Desire permanent connection. eph T. Bindner, 1586 Hedding Court, Jose, California.

f Engineer desires position in midst. Six years in radio. Constructed 1 kw stations. Married, have car. W. Bacon, Burt, Iowa.

neer desires transmitter operating no bad habits. Experienced, relie. Box 457, BROADCASTING.

gineer, eight months broadcast, maeur, amateur, factory experience, telsion training; desires position with tern station contemplating televi. Car. Two weeks notice after uary first. Box 395, BROADCAST-G.

f engineer currently employed on kw network station outside Conti- U. S. wants comparable position U. S. Qualifications for making anna resistance measurements on file FCC. Experienced installation maintenance engineer. One and years police and three years dcast first phone since 1939. Thorhly familiar RCA transmitters. Colland Gates studio equipment. Exenced as production manager, reding engineer, control board, anncing, adlibs, organist, amateur o. Married veteran, thirty-four rs of age, both college educated, children. Available on short notice. e recordings on request. Box 546, OADCASTING.

gineer-announcer, 1 year xmitter control room operator. 4 months ght announcing, steady, depend- desire Florida station, home re. Disc upon request. Box 541, OADCASTING.

gineer desires position west. Some erience broadcasting. Able to pinch as announcer. Hill ⅞ KXGN, Glen- Montana.

gineer - announcer, emphasis on Chief engineer past three years. 531. BROADCASTING.

gineer, experienced, looking for permanent position. Will consider making ther new installation. Box 532, OADCASTING.

rator—Desire position preferably in three hundred miles of Pittsgh. Eight years five to fifty kw diionals. Twenty months Signal ps. Eighteen months Merchant Ma- First class telegraph and telene. Thirty-six, married, one child. rences. All inquiries answered. Box BROADCASTING.

gineer—Announcer with business, s background. College. First class et. Write or wire John Gronert, 34th Avenue S., Minneapolis, Minsta, for disc, further qualifications.

f engineer or engineer. Fifteen s experience in construction and ation. Broad technical knowledge. ily man. Box 581, BROADCAST-

Situations Wanted (Cont'd)

Engineer-announcer experienced all phases of radio. Seeks position with progressive station. Southeast preferred, but all inquiries answered. Minimum seventy-five weekly. Box 565, BROADCASTING.

Production-Programming, others

Program director—A penny post card brings my qualifications. Box 427, BROADCASTING.

Good news editor, program director. Box 335, BROADCASTING.

Farm director available immediately. Two years experience with news, live talent, DJ at 1000 watt. Excellent references. Midwest. Please write 114 E. Barker, Tuscola, Illinois. Call 117-J.

Production, programming knowhow. Formerly continuity head 50 kw CBS affiliate. Network script sales. Formerly stock player major film company. Two years public relations manufacturing business. Age 35. Interested television, radio California, preferably Los Angeles. Box 534, BROADCASTING.

Experienced combination man wants position with progressive station. Disc available. Will travel anywhere. Box 536, BROADCASTING.

Copy chief, 1 kw independent, desires location in midwest. Continuity programming, news and farm-news casting experience. Disc and sample copy on request. Box 567, BROADCASTING.

Continuity writer, employed, seeks position Washington, DC, or Virginia. Has traffic, music and announcing background. Box 584 BROADCASTING.

Employment Service

Job-slump? There is no job-slump here, where (for more than 3 years) 700 plus stations hire. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

For Sale

Stations

For sale: New 250 watt station in large industrial and agricultural territory in the heart of Puerto Rico. Address Box 554, BROADCASTING.

Equipment

For sale, new General Electric 250 watt FM transmitter, complete with spare tubes and crystals. GE FM station monitor. 200 ft. ⅞ inch rigid coaxial cable. 51.5 ohms. Semiautomatic dehydrator. Make an offer. WTNS, Coshocton, Ohio.

For sale: One used 250 watt type 250 G RCA broadcast transmitter. Complete with spare tubes. One used RCA 76 B 1 consolette complete with power supply. All in very good condition. KWAL, Wallace, Idaho.

New latest model FM transmitter 10 kw complete with frequency and modulation monitor plus 4 bay antenna. 500 ft. of 3⅛ coaxial line with fitting. Write Ray Host, Chief Engineer, Midwest Broadcasting Company, 723 N. 3rd Street, Milwaukee, Wisconsin.

For sale—200 dollars less than current net. Latest model RCA 68-B audio oscillator and RCA 69-C distortion and noise meter. Crated for shipment 810 dollars both unity. Box 479, BROADCASTING.

8 RCA jack panels type 33-A consisting 48 closed circuit jacks. Excellent condition. $25 each. WIP, Phila.

Expansion permits us to sell GE 4 bay FM antenna, in use less than one year. Excellent condition. Original cost, $1850. First check for $500 takes it. WEAW, Evanston, Illinois.

1 WE 25 B brand new console and one used GE console. Cash or swap. Write or telephone. J. T. Dowdell, WIBX, Utica, New York.

1 RCA 76B console complete with power supply. Inquire Selwyn Kirby, KOOL, Adams Hotel, Phoenix, Ariz.

1 kw AM transmitter. Collins model 20 C modified to use 833A tubes, in excellent condition with new power transformer, repainted and an ideal buy for kilowatt station desiring to construct with low initial cost. Will provide tuned to frequency and ready to use. Priced to move quick. Gates Radio Company, Quincy, Illinois.

Two Fairchild disc recorders, portable type, with 541-A Fairchild heads. $500.00 each. Used only 20 hours. Box 397, BROADCASTING.

For Sale (Cont'd)

New crystal controlled signal generator. Hickok 191 X range 125 kc to 240 mc. Box 525, BROADCASTING.

For sale—Used WE D-97008 AM coupling unit with all meters. Serviceable condition. Also GE model 51 wire recorder. Best offer. KBON, Omaha, Nebraska.

Recording equipment, Presto k-8. Extra recording turntable. All accessories. Cost over $600. Excellent condition. Best offer. Box 582, BROADCASTING.

Presto Y-2 used 6 months $375.00 Y-4 demonstrator $550. United Radio Supply, 22 NW 9th, Portland, Oregon.

For sale: 2 complete 109 type WE reproducer groups with 9A reproducers. In good condition except one reproducer requires stylus replacement. Selling as is. Make us an offer. Box 562, BROADCASTING.

Wanted to Buy

Wanted: Several RCA type 70-C turntables. Also type 87 or BA-2 amplifiers. Box 489, BROADCASTING.

Equipment wanted: RCA 250 K 250 watt transmitter or similar equipment. Must be in good condition and reasonably priced. Contact Bob McRaney, Radio Station WNAG, Grenada, Mississippi.

Miscellaneous

Will trade profitable weekly newspaper for stock in existing broadcast station. Box 564, BROADCASTING.

Help Wanted

Managerial

WANTED—

Commercial manager who loves to sell. If married, have a brand new apartment ready to move into. Station on the air 8 years. Turn over a nice volume to man who qualifies. Excellent salary plus monthly and yearly bonus. Position open now or the first of January, 1949. Our employees know of this ad. Present commercial manager leaving to become general manager elsewhere. Can earn over $8,000 per year. Please write

Box 588,
BROADCASTING.

Salesmen

RADIO TIME SALESMAN
We need a top man who is fine in appearance and a ball of fire in ability. He must have qualifying experience and be acquainted with the art of radio time sales. The right man can carve a prosperous future for himself. Our station is in New Jersey. Write to
Box 545, BROADCASTING

Technical

Two first phone engineers with one kw transmitter experience. $60.00 for 40 hour week. Nonunionship. Wire

KXLW

ST. LOUIS, MO.

Situation Wanted

Managerial

GENERAL MANAGER available for established station. More than 16 years experience as station manager, sales manager and over-all operation experience. Available after January 1st. Preference for Washington, D. C., southeast or south. Write direct. J. A. Brown, 5432 32nd St., N. W., Washington 15, D. C., or telephone Emerson 1768.

Production, Programming, others

STATION OWNERS!

Are you operating in the RED?
I can get you out.

Are you opening a NEW STATION?
I know how.

BOX 550, BROADCASTING

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL
OF RADIO AND TELEVISION
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Appvd. for veterans
Beverly Hills, California
Bradshaw 21490

NOTE: Station Managers and Program Directors from coast to coast are satisfied with personnel we furnish.

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America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

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NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

Are you interested in new accounts? Salted and seasoned sales staff will develop accounts for your station on co-sponsored feature programs. *Inquiries solicited —immediate action.*

Mutual Radio Features
211 N. Allen St.
Albany N. Y.

On All Accounts

(Continued from page 10)

for the following programs: *The Lone Ranger, Betty Crocker* and *Light of the World*, ABC; *Beulah Show, Jack Smith*, CBS; *Ma Perkins* on NBC and CBS, and *Brighter Day* on NBC.

Show Productions television lists the following: *Mary Kay and Johnny* on NBC-TV and *Small Fry* on WABD, DuMont New York video outlet. In addition, both *Betty Crocker* and *Lone Ranger* will be in television by next spring.

The Samishes—she is the former Tina Witte—were married on March 15, 1947. They live on their own farm, Hickory Hallow, in Bedford Village, N. Y.

Mr. Samish's favorite hobby is the breeding of boxer dogs on his farm. He also hunts and loves to fish for trout, salmon, and—as he puts it—talent.

WKZO PLANT

Dedication Announced

FORMAL DEDICATION of its new "block-long radio city" is planned for the week of Jan. 1 by WKZO Kalamazoo, Mich., and its sister station WJEF Grand Rapids, Mich.

Housed on the second floor of the Burdick Hotel, the "radio city" has been in construction for over a year and will cost approximately $150,000. The station is owned by Fetzer Broadcasting Co.

The plant contains four new "floating" studios, all cushioned on air and acoustically engineered. There is one ultra-modern poly-cylindrical studio, one of the Mid-west's largest theatre studios and two working studios.

New engineering facilities include a master control console desk with separate and complete control rooms for each studio. Complete space and plans have been included for the addition of TV facilities, when such plans go into operation.

WAVE-TV Louisville, Ky., has announced there are 2,816 TV receivers in use in that area.

HOOPER TOP 20 STATIONS

September-October, 1948

MORNING		AFTERNOON		EVENING	
Station	Share of Audience	Station	Share of Audience	Station	Share of Audience
WCCO Minneapolis-St. Paul	47.7	WKY Oklahoma City	45.6	WRVA Richmond	46.9
WRVA Richmond	42.1	KPRC Houston	42.5	WKY Oklahoma City	44.7
KSL Salt Lake City	41.7	WOAI San Antonio	41.9	WOW Omaha	41.7
WHEC Rochester	41.7	WRVA Richmond	41.4	WHIO Dayton	40.2
WHIO Dayton	41.6	WFBL Syracuse	40.3	WBEN Buffalo	38.9
KRNT Des Moines	41.1	KOA Denver	38.8	WSB Atlanta	38.7
KOIL Omaha	40.6	WHEC Rochester	37.5	WBNS Columbus	37.8
KMOX St. Louis	40.5	KRNT Des Moines	37.2	WSPD Toledo	37.8
WSPD Toledo	38.9	WSPD Toledo	36.6	WHEC Rochester	36.6
WBNS Columbus	38.8	WSB Atlanta	36.5	WAVE Louisville	36.1
WFBL Syracuse	36.1	WOW Omaha	35.6	WOAI San Antonio	36.0
WBEN Buffalo	35.5	WBNS Columbus	34.5	WCCO Minneapolis-St. Paul	35.7
WHAS Louisville	34.4	KDYL Salt Lake City	33.9	WTIC Hartford	35.6
WQAM Miami Beach	32.7	WSM Nashville	33.1	KOA Denver	35.2
WPRO Providence	32.6	WAVE Louisville	32.9	KRLD Dallas	33.5
WFBM Indianapolis	32.5	WCCO Minneapolis-St. Paul	32.9	WJR Detroit	32.9
KGO San Francisco	31.8	WIOD Miami	32.8	WWL New Orleans	32.8
WKY Oklahoma City	31.7	WNEB Worcester	32.1	KSTP Minneapolis-St. Paul	32.7
WSGN Birmingham	31.7	WHAM Rochester	32.0	WHAS Louisville	32.7
WXYZ Detroit	31.5	WIBC Indianapolis	31.7	KOMO Seattle	32.4
WCAE Pittsburgh	31.3	WHDH Boston	31.6	WFLA Tampa	32.4
WAGE Syracuse	31.2	WJAX Jacksonville	31.6	WMAQ Chicago	32.0
WFBR Baltimore	31.2			KGW Portland	31.9
				WSM Nashville	31.9

This tabulation includes subscribing stations in those cities where City Hooperatings were measured during the months used as a base for this Report. Share of Audience in the above table should be considered in relation to the number of stations operating in the city.

(Editor's Note: These listings do not necessarily mean that stations in unsurveyed markets are below the share of audience ratings indicated. They simply constitute an index of top stations in the markets in which Hooper conducts continuous coincidental surveys.)

ERIE GRANT

Court Test of Policy At FCC May Ensue

THE POSSIBILITY of a court test of FCC's general preference for non-newspaper applicants was seen last week as the Commission issued its final decision in the Erie, Pa., 1400 kc case.

The decision, effectuating FCC's earlier proposal in the case [BROADCASTING, July 26], granted Erie Broadcasting Co.'s application for 1400 kc with 250 w and denied those of Times Publishing Co. and Community Broadcasting Co., also seeking 1400 kc.

In another decision handed down Monday the Commission made final its proposed decision to grant the application of Bay County Broadcasting Co. for a new 250 w station on 1400 kc at Panama City, Fla., and to deny St. Andrew Bay Broadcasting Co.'s request for the same assignment [BROADCASTING, Oct. 11].

FCC eliminated the Times Publishing Co. application from consideration in the Erie case on grounds that (1) the company publishes a newspaper, and (2) its owners, being members of the same family, represent less diversified "community and business interests" than do those of the competing applicants.

The company, which is owned by John J. and George J. Mead and members of their families, and which publishes the daily *Times*, had not indicated late last week whether an appeal to the courts would be taken. A decision may be reached this week.

Of the two losing applicants in the decision, the *Times* company and Community Broadcasting, only the publishing firm filed exceptions when FCC first proposed to deny their applications and grant Erie Broadcasting's. Between Community and Erie Broadcasting, FCC preferred the latter because its owners planned more extensive participation in station affairs.

Ownership participation in operations also governed the final decision in the Panama City case, where Edward G. Holmes and E. L. Dukate, sole owners of Bay County Broadcasting, propose full-time supervision of the station. St. Andrew Bay Broadcasting, the rival applicant, had not filed exceptions to the original proposal to grant Bay County's application.

Erie Broadcasting contemplated CBS or Mutual affiliation. Bay County Broadcasting's plans were based on operation as an independent.

Ownership of the grantee companies:

Erie Broadcasting—Thomas Phil... Jr., chief engineer of WKPT Kingsp... Tenn., owns 30%; William M. Schus... wholesale radio dealer, and his w... Frances, own 15% each, and 8... Galinsky, sister of Mrs. Schuster, ... 10%; Conrad Elfenbein, business... and his brother, Cecil, an attorney, ... 15% each. Mr. Schuster will be g... eral manager, Mr. Phillips chief e... neer, and Miss Galinsky public ser... director.

Bay County Broadcasting—Edw... G. Holmes, engineer with WTPS (... New Orleans, which he helped ins... and Elbert Lester Dukate, WTPS a... nouncer and program production a... sistant, are equal partners. Mr. Duk... will be general manager and M... Holmes will be chief engineer a... assistant manager.

Feature of the Week

(Continued from page 10)

values of a strong United Nation...

The new series was prepared ... the station in cooperation with t... radio department of the UN. T... cost of making the records a... distributing them to radio stati... throughout the U.S. will be bor... by WNEW.

The UN songs will get an e... wider distribution than was gain... by the tolerance jingles, which ha... been played on more than 1,2... U.S. stations to date. Through t... offices of the UN, the BBC m... even wind up broadcasting t... jingles—whose antecedents plain... enough are the commercials wh... British radio cannot abide.

Radiodiffusion Francaise is r... cording the jingles in French, wi... Edith Piaf, a Parisian chantea... now in New York, singing t... lyrics, and will play them over t... facilities.

Australian and New Zeal... radio systems have already spok... for the jingles. By the time WNE... and the UN radio department r... their distribution campaign in 2... swing, the jingles will be broa... cast in dozens of different lan... and languages, it is believed.

The UN jingles were written ... Hy Zaret and Lou Singer, the te... that turned out the successful ... erance tunes. Sung by The Jester... a male trio, the jingles were ... corded by the WNEW studio ... chestra with a few musical ... added.

Titles include "I Want to Li... in a Friendly World," "We're Bu... ing a Happier World," the "... Charter Song," the "'Round ... World Polka," and "The UN Alp... bet Song."

Sample lyrics:

If I run short of a cup of milk
And my next door neighbor's in...
I want to know that she won't sur...
To the color of my skin. . .
Or the church I worship in. . .
Or the town from which I came
Or my great grandfather's name!

Ted Cott, WNEW vice presi... and program director, who su... vised production of the jingles, ... nounced that radio stations de... ing to use the new jingles could ... quest them either from WNEW ... from Dorothy Lewis, of the ... radio department at Lake Succ... N. Y.

---

* Copyright 1948 Argosy Music, ... York, N. Y.

Eastern Network Station

A very attractive single station market situation that is showing good earnings and has an excellent potential.

Located in a desirable smaller city. This fulltime network property is very fairly priced at $50,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

. . For Art's Sake

IF YOU hear Jesse James—the wrestler, not the historical figure—boasting one of these nights at Turner's Arena, "I've got so much more than Gorgeous George, why should I fight it?" don't be surprised, for it's literally true. The native D. C. grappler has been snapped up by WOIC (TV), imminent Bamberger station, as a fulltime artist and staff designer—he's that good. WMAL-TV Washington had the same idea the past year during which he served them on a parttime basis while touring the wrestling circuit. Jesse—Soterios Anton Pappas, in part—wanted to give up the game but WOIC has wisely insisted he continue to appear at the Arena—for a while at least. He will handle station's TV art work.

Respects

(Continued from page 46)

ourse in the fall of 1924 the oung hopeful shifted operations New York. There he played the ublix theatre circuit from coast coast and in scenes from light nd grand opera. Through an illess contracted while touring in e South, he temporarily lost his nging voice.

Following a much needed rest, Mr. Bernard went to work on eighboring WAIU (now WHKC) olumbus, Ohio. That was in early 925. Besides managing the staon, he devised program ideas, rote them, sold them and anounced them. He also conducted e staff orchestra and sang as e station's featured vocalist. nd during that time he wrote owing publicity copy about a llow named Vincent O'Brien. hat's the name he used on the r as staff orchestra conductornger.

His WAIU programming atacted attention. He devised such ffective combinations of dramatic production with special musical scoring and sound that John Elwood, then head of NBC New York programs and now general manager of KNBC San Francisco, invited him to join the network staff in New York as producer-director.

In the fall of 1926 he found himself at NBC's 711 Fifth Ave. studios. His credits on well known programs are numerous. Included were Lucky Strike program with B. A. Rolfes' 75-man orchestra and the *Atwater Kent Hour.*

Don Bernard incidentally is credited with handling the first grand opera broadcasts in the United States. They were from famed Chicago Opera House. He commuted between the two cities each week to direct those broadcasts.

When NBC made him Central Division program manager in the winter of 1927, Chicago again became his home. There he helped the network in planning its Merchandise Mart studios. Making that city his headquarters for the next five years, he produced such well known network shows as *Empire Builders* for Great Northern Railroad; *The Armour Hour,* sponsored by Armour Packing Co.; *The Chicago Symphony* broadcasts for Standard Oil Co.; and *Studebaker Champions* for Studebaker Automobile Corp. He also devised and produced for five consecutive years the annual Good Friday epic *The Seven Last Words of Christ.*

Takes Agency Post

Hays MacFarland Adv. (now MacFarland, Aveyard Co.) offered him the post of radio director. Don Bernard left NBC, taking over in September 1931. In his new capacity he was responsible for such shows as NBC's *Lives at Stake* for General Tires and CBS *Pennzoil Parade,* with Hal Kemp, sponsored by Pennsylvania Oil Co.

Don Lee Broadcasting System, then western outlet of CBS, invited him to join the regional network as West Coast program director in fall of 1932. So he packed bag and baggage and moved to Hollywood. With the networks dissolving affiliation some two years later, Mr. Bernard joined CBS as Hollywood staff director.

Meanwhile, in 1934, a producer's berth became available in William Esty & Co.'s New York radio department. He took it. Continuing with the agency for two years, he produced CBS's *Camel Show with Benny Goodman;* NBC's *Luncheon at The Waldorf* with Ilka Chase for Camel cigarettes; CBS's *Meet Mr. Meek* sponsored by Lever Bros.; and a variety of daytime serials for other agency clients.

Then Don Bernard resigned to freelance. He took on various production assignments for the next few years. Included was CBS's *Cheers From the Camps* for General Motors Corp. and the War Dept. for 26 weeks.

Then the Treasury for its war bond selling sent him to Hollywood to produce the one-hour film-star-studded *Over There* program on NBC.

N. J. CAVANAGH (second from r), of Roche, Williams & Cleary, Chicago, is shown receiving first ride in KSTP's new elevator at Radio City, Minneapolis. In the caption appearing under this picture in last week's issue of BROADCASTING Mr. Cavanagh was incorrectly identified as being formerly with Roche, Williams & Cleary. He has been with the firm 13 years and is account executive for the Milwaukee Road. With him are (l to r): Stanley E. Hubbard, KSTP president and general manager, Mrs. Cavanagh, and Miller C. Robertson, general sales manager.

And he remained in Hollywood producing thousands of bond selling transcriptions. During this time he also took over freelance producing of the weekly CBS *Blondie* program, then sponsored by Camel cigarettes and later by Colgate-Palmolive-Peet; *The Abbott & Costello Show* for Camel cigarettes; *Life of Riley* sponsored by American Meat Institute and later by Procter & Gamble.

When Thomas D. Luckenbill, vice president and radio director of William Esty & Co., invited him to return to the fold in November 1942, he rejoined that agency as West Coast manager in charge of Hollywood operations, the post he has held ever since. In addition he continues with his freelance producer-director contracts.

The Mrs. is Eleanor Holland, Chicago interior decorator. He met her first on a blind date, at a dinner party tendered him by the late Dr. Frederick Stock, conductor of the Chicago symphony. It was love at first sight. They were married Feb. 13, 1930.

With 17-year-old son David, the Bernards now make their home on a 10 acre estate at Northridge, Calif., in San Fernando Valley.

Great outdoors are his principal hobby. His wife and young David often join him on hunting and fishing trips. They go in for horseback riding too. Making 16mm sound motion pictures is another of his relaxations. Breeding of Irish setters which started out as a hobby has now become a profitable business venture for the Bernards.

Six foot one, with brown hair and brown eyes, and weighing a good 195 lbs., Don Bernard carries with him the energy of a bouncing rubber ball.

He likes to enthuse over the grand gang he has to work with—stars, writers, supporting players and script girls. A pat on the back goes to the engineer and sound effects too.

He maintains membership in the Masquers Club of Hollywood and Radio and Television Directors Guild. He was the latter's first West Coast president.

GENERAL FOODS

Say TV Cost High

RISING television production costs was the reason for General Foods and *The Theatre Guild of the Air's* decision to quit negotiations for a video presentation Sundays on NBC-TV, an agency executive has revealed to BROADCASTING.

Until a joint statement was released by the guild and General Foods last Wednesday, it was expected that the show would go on the television network sometime after Jan. 1.

Meanwhile General Foods will continue to hold the 8-9 p.m. Sunday night NBC-TV time. For the time being the present shows *Author Meets the Critics* and *Meet the Press* will continue to be featured during that period.

Benton & Bowles, New York, and Young & Rubicam, New York, handle the General Foods television programming.

WORZ NBC AFFILIATE
ORLANDO FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

TESTED SUCCESSFUL Temperatunes ARE MAKING MONEY FOR OTHERS

Why Not for YOU!

Nation Wide . . . Seattle, Washington. . . . Lubbock, Texas. . . . Hopkinsville, Ky. . . . Olean, New York . . . and more than 150 other markets. Temperatunes are captivating radio audiences. . . Adding much to radio station profits. These clever 14 second jingles covering each degree of temperature from minus 40° to plus 110°. Puts that "Come On" sparkle into otherwise dry weather reports.

Stations are enthusiastic. . Sponsors renew consistently. Temperatures are TESTED, SUCCESSFUL, and are making money for others! They will make money for you.

FREE COMPLETE DETAILS AND PRICES

THE NATIONAL RESEARCH BUREAU, INC.
NATIONAL RESEARCH BUILDING, Dept. 1220
CHICAGO 10, ILLINOIS.
I'll take a peak at the success stories and details of "Temperatunes" . . . without obligation of course..
Name.....
Address.....
City..... State.....
Station.....

Promotion

TWO all-expense tours, one to National 4-H Club Congress in Chicago and one to national convention of Future Farmers of America in Kansas City, for the young people who do best job of caring for calves in the WTIC Hartford, Conn., Farm Youth Program has been announced by the station. Forty boys and girls, belonging to either of the clubs, are raising purebred dairy and beef heifers purchased by WTIC with a $20,000 revolving fund set up for the purpose. The young people pay back their loans in two and one-half years, without interest. Prize trips will be awarded in fall of 1949 on basis of records made by young people during coming year.

Meet WCFM

DURING first few weeks of operation WCFM (FM) Washington used "calling cards" to announce fact that it was on the air. Feminine staffers stationed themselves on sidewalk in front of the studio and handed the cards to passersby. Two by three inch cards announced that "You are now passing the new broadcasting studios of Radio Station WCFM 99.5 Megacycles on your FM dial. Be sure your next radio set has FM."

'Erie's Ready for Television'

TO PROMOTE its new TV station, the Erie, Pa., *Dispatch*, license of WICU (TV) Erie, Pa., has distributed a folder covering activities of station. From inception to operating techniques, to program plans and promotion activities are carried in folder with reprints of articles which have appeared in the *Dispatch* and other newspapers and magazines hailing the new TV station. Also included is a section telling of plans for a special TV section to appear in the *Dispatch* on Jan. 9, 1949.

Christmas Carol Books

KOIL Omaha, Neb., has revived the custom of sending Christmas Carol Books to its listeners. Cover is bright winter scene picturing family riding home from church in a sleigh, and title "Christmas Carols" is done in Old English lettering. Inside are all the beloved carols, and a Christmas greeting from KOIL.

Santa Arrives by Plane

ON Dec. 27, 10,000 children and parents will watch Santa Claus arrive in Topeka, Kan., by plane. Santa's arrival is promotion stunt carried out by WREN Topeka and Jones-Mack Co., one of station's sponsors. Station will air a 15 minute broadcast from airport, where 100 orphans and crippled children will be its guests. Later caravan of station personnel and guests will go to the city where another broadcast will be heard from Jones-Mack store. Broadcasts will feature interviews with children, and their parents.

Promotion Spoon

TO "Stir Up More Sales in Kansas City . . ." KCKN distributed a sheet featuring a wooden picnic spoon as its theme. Sheet also carried following message: "Are you dipping into the profitable Kansas City market—your market? Get your share of sales . . . hire KCKN!"

Children's Hospital Drive

WWDC Washington's drive for Children's Hospital in that city has netted $1,420 in 12 days. Local taxi drivers cooperated with station by picking up donations offered by listeners. $1,000 was collected to buy toys for the children and the other $420 will be used to buy them a television set.

Television News Section

THE BALTIMORE *Sun* (Sunpapers), licensee of WMAR-TV Baltimore, on Sunday, Dec. 5, ran a complete section devoted to television. Section carried news of programs, facilities, TV progress, and ads from local TV set dealers.

Old Facilities Promote New

THURSDAY, Dec. 9, WLVA Lynchburg, Va., began broadcasting on its new facilities which operate on 590 kc with 1 kw day and night. This improvement in facilities involved move from the opposite end of dial where old station had been operating on 1230 kc. While all regular programs are carried on new station, old station is advising its listeners to tune to new 590 spot on the dial for regular WLVA programs. The programming on "old" 1230 kc consists of about 30 seconds of music and announcements concerning frequency change. In addition listeners are invited to send in their comments on the station's change. Program on 1230 kc is recorded and broadcast over and over so that listeners have no excuse for not finding WLCA programs on 590 kc.

Scholarship Awards

THIRD annual $1,000 scholarship awards will be made by WPEN Philadelphia on Jan. 17, 1949, to the best essays submitted by a boy and girl high school student in the local area on the subject: "What Would Be Benjamin Franklin's Recommendation for Control of the Atom Bomb?" Each $500 scholarship will send the winner to the Charles Morris Price School of Advertising, operated by the Poor Richard Club, Philadelphia. Teachers of winners will receive U. S. savings bonds and runners-up student memberships in the Franklin Institute.

Housewife's Helpers

ANNOUNCERS Bill Murphy and Bob Marshall, of WGBS Miami, *Party-Line* program, had to prove their worth as "housekeepers" as result of a contest conducted on that show. Mrs. Josephine Mercer of Coral Gables, Fla., correctly identified the program's theme song, and received, as her prize, a basket of groceries and the two announcers. The groceries were relegated to the pantry and the announcers attached to mops, brooms, pots, pans and the family washing for the day.

PERSONNEL

MARC BOWMAN, promotion manager of KOIN Portland, Ore., has been appointed director of new regional civilian Red Cross blood center in the city.

FRANK JAFFE, promotion manager of WGBS Miami, has been elected vice president of the Statistical Exchange of Florida for 1949. He formerly served as program chairman of organization, a clearing house for data on south Florida market.

CARROLL NYE of CBS Hollywood publicity staff, and Dorothy Stewart, script girl on ABC *Groucho Marx Show*, were married Dec. 4.

Simplified FCC Form

SIMPLIFIED application forms have been proposed by FCC for experimental television, experimental facsimile, development or international stations. Proposed Form 309 is application for construction permit or modification of permit while Form 310 is for license and Form 311 renewal of license. The Commission's proposal would cut the number of required forms from five to three and reduce total paperwork from 31 pages to 10 pages. Certain pertinent rules changes are involved. Comments must be filed with FCC on or before Jan. 14.

TEXAS Quality Network, WFAA Dallas, WOAI San Antonio and KPRC Houston, received National Safety Council's award "for the best regional network coverage in the 'year round' division of the fourth annual farm safety radio contest."

WINCHELL

Alaska Net Adde

ALASKA Broadcasting System affiliated with CBS, has made special arrangements with ABC to broadcast the Walter Winchell program (Kaiser-Frazer) over the five-station Alaska network starting Jan. 2, 1949, according to Martin L. Nierman, Alaska sales manager for the Pan American Broadcasting Co., New York office for the chain.

In the same three-quarter-hour bracket with the Winchell show the five Alaska stations also will carry the CBS Jack Benny show sponsored by Lucky Strikes, thus providing two top Hooper shows back-to-back.

Arthur Godfrey's Talent Scouts also has joined ABS for Lipton Tea and other business including Carter Products (Ted Bates & Co.), Chrysler Motors (McCann-Erickson), Gillette (Maxon), Scandinavian Airlines (Wendell P. Colton Co.) and Union Oil (Foote, Cone & Belding).

Members of the Alaska chain are: KFQD Anchorage, KFRB Fairbanks, KINY Juneau, KIBH Seward and KTKN Katchikan.

WDWS-FM STARTS

New Building Is Opened

PROGRAM service started Dec. 1 at WDWS-FM Champaign, Ill. With initiation of programming J. A. McDermott, executive vice president of the News-Gazette Inc. permittee, announced the opening of new quarters for the station and its AM counterpart. WDWS-FM is on Channel 248 (97.5 mc) with 2.7 kw. A new 420-foot self-supporting tower is being used by both stations at the new location.

The WDWS radio center is located a mile south of Champaign on a 12-acre tract. All facilities including three studios, offices and a luncheonette, are housed in a new brick and concrete building. New GE equipment is in use.

CANCER SOCIETY

Starts Script Libra

AMERICAN Cancer Society's radio division has inaugurated the use of script writers on a royalty payment basis and is introducing a new dramatic script library.

"The new procedure," said Walter King, ACS director of radio and television, "releases us from the limitations of very tight budgets and at the same time makes possible fair financial returns for the writers."

The script library is comprised of 15 and 30-minute dramatic shows designed to present cancer facts in a palatable manner. The shows vary from simple programs, which amateurs can produce, to elaborate documentaries, calling for professional talents. Scripts are obtainable from local units of the ACS.

things that make KGNC
the Tuned-in station throughout
the fabulous Panhandle...
Uncle Jay, through KGNC, has become practically an institution. The Trading Post, a 15-minute six a week program is Uncle Jay's main feature. It's a "country newspaper of the air."
KGNC
710 KC. AMARILLO, TEXAS 10,000 WATTS
Represented by TAYLOR-BORROFF & Co., Inc. • Member of the LONE STAR CHAIN

FCC Actions

(Continued from page 79)

ecember 16 Decisions . . .

DOCKET CASE ACTION
Paramount—DuMont

Announces proposed decision to sever pplications of Allen B. DuMont Lab. for new television stations in Clev- nd and Cincinnati, and applications Paramount Television Productions United Detroit Theatres Inc. and ew England Theatres Inc. for new tel- ision stations in San Francisco, De- it and Boston, respectively, from oceedings in Docket 8557 etc., and to ny these applications.

Since Paramount Pictures Inc. exer- es control over Balaban & Katz rp., Paramount Television Produc- rs Inc. and Allen B. DuMont Lab. ," says proposed decision, "it con- ls corporations which presently hold thorizations for five television sta- ns. . . ." (see story page 21).

BY COMMISSION EN BANC

FM Authorizations

M actions of FCC included: Setting de of one CG for failure of prose- ion; granting of one Class A and t Class B FM CPs; granting CPs lieu of previous cond. to seven out- s; granting restoration of five CPs ich were expired (See story page

AM—1410 kc

unkirk Bestg. Corp. Dunkirk, N. Y. ranted CP new AM station 1410 kc w unl DA-n; cond.

Modification of License

MAE McKinney, Tex. — Granted license to increase power from w to 1 kw, operating on 1600 kc; gineering cond.

AM—990 kw

WSTS Southern Pines, N.C.—Granted increase power from 250 w to 1 kw install new trans; engineering d.

Modification of CP

WSVS Crewe, Va.—Granted mod. CP change frequency from 650 kc to 800

WBB Wichita, Kan.—Granted mod. to change frequency from 1420 kc 1410 kc, power from 500 w to 1 kw, rs from D to unl, change type trans install DA DN; engineering cond.

Assignment of License

KFVS-KFVS-FM Cape Girardeau, —Granted assignment of license of station and permit for FM station Hirsch Battery and Radio Co. to ch Bestg Co.

Transfer of Control

PAT WMNJ Paterson, N. J. — nted transfer of control of licensee mpany through sale of 90% of voting ck by James V. Cosman and Donald mm to The Passaic Daily News for 7,400.

WISC Madison, Wis.—Granted con- t to transfer of 247 shares in Radio sconsin Inc. from Central Bestg Co. Evening Telegram Co.

Assignment of License

WBVP Beaver Falls, Pa.—Granted untary assignment of license from nk R. Smith Jr. to WBVP Inc.

License Renewal

WMCK McKeesport, Pa. — Granted wal of license for period ending 1, 1951.

KOKX Keokuk, Iowa—Same.

ovember Sets Record

TELEVISION set production for the first two weeks of November reached a record 60,000 units and was expected to hit 120,000 when all of November's figures are tabulated, according to a spokesman at the quarterly board meeting of the RMA in New York. The figures he cited were based on reports received only from RMA members.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO DECEMBER 16

Class	On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM STATIONS	1,908	1,870	273		524	283
FM STATIONS	694	199	723	50*	86	31
TV STATIONS	48	7	116		311	182

* 15 on the air.

TELEVISION APPLICATION

Greensboro, N. C.—Inter-City Advertising Co., Channel 10 (192-198 mc), ERP 28.6 kw visual, 14.3 kw aural, antenna height above average terrain 369 ft; estimated cost $147,000, first year operating cost $70,000, expected revenue $75,000. Inter-City, which has application pending for Channel 11 (198-204 mc) at Charlotte, N. C., is licensee WAYS WAYS-FM Charlotte, WKIK Columbia, S.C., and WCOG Greensboro, N.C. Harold H. Thoms, 25% owner of Inter-City, is lincensee WHIT Durham and principal owner WISE WISE-FM Asheville, N. C., and with Mrs. Thoms is chief owner WEAM Arlington, Va. Filed Dec. 16.

AM APPLICATIONS

Cleveland, Miss.—Birney Imes, 1490 kc, 250 w, unlimited (Contingent on WNAG Grenada, Miss., changing facilities). Estimated cost $19,200. Mr. Imes is owner WCBI Columbus, WELO Tupelo, WMOX and WMOX-FM Meridian and WNAG Grenada, Miss. Filed Dec. 10.

San Antonio, Tex.—Henry Lee Taylor, 1400 kc, 250 w, unlimited. Estimated cost $24,255. Applicant is local attorney. Filed Dec. 13.

San Antonio, Tex.—St. Mary's U. Broadcasting Corp., 1240 kc, 250 w, unlimited. Estimated cost $70,000. Firm proposes limited commercial operation with St. Mary's U. faculty and students presenting certain programs. Principals: Mark Perkins, general manager and purchaser KPAB Laredo, Tex., president-general manager and 45% owner; John Gordon Lloyd, KPAB commercial manager, station manager 11%; St. Mary's U., 17%; Joseph T. Kenny, insurance agent, vice president 1%; Ralph G. Langley, attorney, secretary-treasurer 1%; Al M. Heck, attorney, 20%. Filed Dec. 13.

ALL-RADIO DRIVE

More Subscribers To Be Sought

INTENSIVE drive to bring in additional subscribers will be started soon by the new All-Radio Presentation committee, formed Dec. 10 to direct the industry-wide promotion project [BROADCASTING, Dec. 13].

With 383 stations already having made pledges, the committee will try to bring the rest of the nation's broadcasters into line. Three networks have subscribed $50,000 and the National Assn. of Radio Station Representatives has indicated it will subscribe $17,000. Following the NAB summer-autumn district meetings it was disclosed that over $60,000 had been pledged by stations.

The new executive committee, authorized to act for the top committee, will meet Dec. 28 in the BMB board room, New York, with Lewis H. Avery, of Avery-Knodel Inc., to report on problems of showing and circulating the finished movie, basic promotion project of the presentation. Mr. Avery is chairman of the committee on distribution.

Gordon Gray, WIP Philadelphia, chairman of the top committee, has called a Jan. 15 meeting of the full committee to consider the shooting script. When this script has been approved, bids will be asked for shooting the film with hope of completing the project in time for the NAB convention in April.

Working on the script under direction of Victor M. Ratner, CBS, is Allen Sloan, documentary script writer. Mr. Ratner prepared the basic script material during the summer while on leave from CBS.

The three network subscribers — NBC, CBS and ABC — have agreed to be responsible for the first $50,000 of expense. They had already started a radio promotion project at the time NAB decided during the 1947 convention that it should participate on an industry-wide basis.

Members of the executive committee are Messrs. Gray (affiliates), Weil (unaffiliates), Wallace (networks), Mitchell (NAB) and Avery (representatives).

Membership of the top committee headed by Mr. Gray consists of Leonard Asch, WBCA (FM) Schenectady; Will Baltin, Television Broadcasters Assn.; Bond Geddes, Radio Mfrs. Assn.; E. P. H. James, MBS; Ivor Kenway, ABC; Frank Pellegrin, Transit Radio; Mr. Ratner; Eugene S. Thomas, WOIC Washington; Herbert L. Krueger, WTAG Worcester, Mass.; Ellis Atterberry, KCKN Kansas City; Ralph Weil, WOV New York; George Wallace, NBC New York; Harry Maizlish, KFWB Los Angeles; Irving Rosenhaus, WAAT Newark; Mr. Avery; Maurice B. Mitchell, NAB; Ed Spencer, George P. Hollingbery Co.

Pledge Policy

STATION subscribers to the All-Radio Presentation may pay their pledges now, should they desire, according to the committee in charge. The committee said many stations wanted to make their payments during the 1948 calendar year for fiscal purposes. The committee is arranging to submit bills for payment of pledges but fears delay in printing may prevent sending of statements before Jan. 1.

'VOICE' RELAY

French Agreement Held Up

THE U. S. and French governments have temporarily shelved an announcement of a mutual agreement giving the State Dept.'s International Broadcasting Division another relay "Voice" somewhere in Africa. The announcement is pending further French consideration, it was learned last week.

Construction on the relay base is believed to be proceeding according to schedule, however.

Originally, it was understood, the French had rejected the U. S. version of the release papers, asking further analysis of the literal interpretation with which they disagreed in part. State Dept. sources have hinted that the French, who are mainly interested in the locale of the relay base, may have desired phraseology which would stamp the operation as a joint U. S.-French venture.

In consideration of the political aspect involved, it was felt that the French government may have insisted on that inclusion as a "face-saving" device. The diplomacy of the situation was also emphasized with relation to the present frequency fight among nations at the International High Frequency Conference in Mexico City.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

At Deadline ...

FCC TO PROBE PROGRAMS OF WPAB PONCE, P. R.

PROGRAM SERVICE investigation of WPAB Ponce, P. R., to commence Jan. 10 in Ponce with FCC Hearing Examiner J. Fred Johnson Jr. presiding, Commission reported Friday. Announcement came concurrently with granting of WPAB petition for clarification of issues in proceeding ordered year ago on station's license renewal application [BROADCASTING, Dec. 22, 1947; Jan. 12, 1948].

Commission to investigate whether promises of program service made in application to FCC have been carried out: nature of program service since Nov. 1, 1944, with respect to proportion of commercial time, number of spot announcements and amount of time devoted to discussion of public issues; amount of investment in station, net revenues obtained and amounts spent on programs; policy planned for future service; what contracts have existed regarding network or rebroadcast programming, station management and block time sales and if block time pacts have been duly reported.

FCC OPERATOR RULE

FCC Friday adopted new rule to (1) reflect Communications Act's requirement that radio operator licenses be issued only to U. S. citizens found qualified, and to (2) prevent operators whose licenses have been suspended or who are involved in suspension proceedings from escaping penalty, by declaring them temporarily ineligible to apply for commercial radio operator licenses of any class. Effective date: Jan. 31.

PARAMOUNT'S POSITION

FCC'S PROPOSED decision finding Paramount Pictures controls Allen B. DuMont Labs. (early story page 21) is "only a preliminary step in the determination of the question of the Paramount-DuMont relationship as far as the station ownership is concerned," Paul Raibourn, Paramount vice president in charge of television, said Friday. He indicated film company will continue efforts to convince FCC it does not have control.

WMCA-FM TO START

WMCA New York's FM affiliate starts Christmas Day at 2:30 p.m., Leon Goldstein, vice president in charge of programs, annnounced. WMCA-FM will be on Channel 222 (92.3 mc). Its schedule will include duplication of WMCA programs, 3-9 p.m. FM transmitter is atop Chanin Bldg., Lexington Ave. and 42d St., New York.

JOHNSON DROPS WARING

S. C. JOHNSON & SON (wax), Racine, Wis., Dec. 28 drops Tuesday and Thursday sponsorship of *Fred Waring Show* (NBC, five-a-week, 10-10:30 a.m.). Programs to be sustaining.

ABC ACQUIRES RIGHTS

ABC has acquired exclusive television license to Dunning animatic projector, designed to achieve low cost method of producing 16mm television films and commercials.

IRNA PHILLIPS signed by NBC Chicago to write thrice-weekly TV serial to start Jan. 8 when WNBQ Chicago formally opens fulltime schedule. Serial titled *These Are My Children.*

FCC ISSUES ALLOCATIONS FOR 25 MC UPWARD

REVISED VERSION of Part 2 of FCC's Rules, which will include recent years' first table of allocations above 25 mc, was issued by FCC Friday, substantially as proposed last June [BROADCASTING, June 14]. Order effectuates earlier proposal to permit FM intercity relaying on interim basis in 940-952 mc band used primarily for FM studio-transmitter links [BROADCASTING, May 10].

Otherwise, officials said, new version represents codification rather than changes in substance. It deals with allocations and allocations rules, international treaty matters, and general rules. Allocations table not ready for distribution but will be published in *Federal Register* Tuesday (Dec. 21). Allocations below 25 mc to be incorporated in Part 2 in future.

HEARING DATE DEFERRED

DATE for filing proposed findings in FCC hearing on validity of AT&T policy against interconnection of network television facilities [BROADCASTING, Dec. 6] postponed Friday to Jan. 31. Postponement ordered by FCC Comr. E. M. Webster in hearing on motion of AT&T, over protest of TBA Attorney Thad Brown Jr. that short delay might be satisfactory but Jan. 31 too long. Proposed findings normally must be filed 20 days after Commission receives certified copy of hearing record, which is due shortly in this case.

MORRISON OPPOSES TAX

REP. JAMES H. MORRISON (D-La.) indicated Friday he felt 81st Congress will act to repeal federal tax on communications. He proposes to introduce bill to repeal 25% tax on telephone and telegraph tolls, large portion of which is passed on to radio industry through higher rates. Congressman Morrison appealed to affected industry for support of measure.

LA BLONDE NAMED FC&B VP

ROBERT LA BLONDE, news bureau director at Foote, Cone & Belding International, New York, named vice president in charge of public relations. Mr. La Blonde has just returned from three-month trip during which he conferred with FC&B's overseas representatives and affiliates.

SWIFT WORK

NBC-TV's *The Swift Show*, 8:30-9 p.m. Thursdays, encounterd near-tragedy Dec. 16, but Lanny Ross, programs' star, was equal to task. Full-scale ice show, with studio transformed into rink, was planned, but ice compressor conked out. When curtain went up Mr. Ross and Producer Lee Cooley, of McCann-Erickson, New York, were seated dejectedly beside iceless rink. With touch of humor, Mr. Ross explained predicament, announced show would go on at 10 p.m. Then TV cameras were turned on workers repairing ice compressor. Teletranscription of Toscanini's NBC Symphony was substituted for remainder of Swift show period. Swift program went on at 10.

BALTIMORE COURT TO HEAR 'GAG' CHARGES JAN. 27

FIVE Baltimore stations and one commentator will be tried Jan. 27 on charges of contempt of court based on alleged violation of "Baltimore Gag" rule. WBAL, WCAO, WFBR, WITH and WSID cited last summer by court for newscasts dealing with arrest of man on murder charge. He since has been convicted.

Under antique Baltimore contempt rule court forbids publication of certain facts about accused persons. Court last summer applied rule to broadcasters. WSID, located in nearby Essex, claims court lacks jurisdiction over it. James Connolly, WITH news editor, cited along with stations. Judge John B. Gray Jr., Prince Georges County, Md., called in to try case. Baltimore judges having disqualified themselves. WBAL will argue "outside" judge should not try case.

RTDG STRIKE MOBILIZATION

RADIO and Television Directors Guild's New York membership has called strike mobilization meeting for today (Dec. 20) to prepare for action in impasse with WJZ-TV. Crux of dispute is whether directors, as well as assistant directors, should be covered by contract.

MRS. EDWIN SHORT CRITICAL

MRS. EDWIN SHORT, wife of WJJD Chicago public relations director, given "50-50 chance to live" Friday following car-truck collision. Injury diagnosed as possible skull fracture. Mr. Short recovering from three fractured ribs and broken wrist.

Closed Circuit

(Continued from page 4)

sessions, under way since mid-October. Two countries had left in anger [BROADCASTING Dec. 13] but conciliator persuaded them to return.

EFFECTIVE JAN. 3 Chevrolet tele-theatre program on NBC-TV will be sponsored by Chevrolet central office, Detroit, instead of local Chevrolet Dealers Assn., which under wrote program for first 14 weeks. Campbell Ewald Co., New York, is agency for both local dealers and central office.

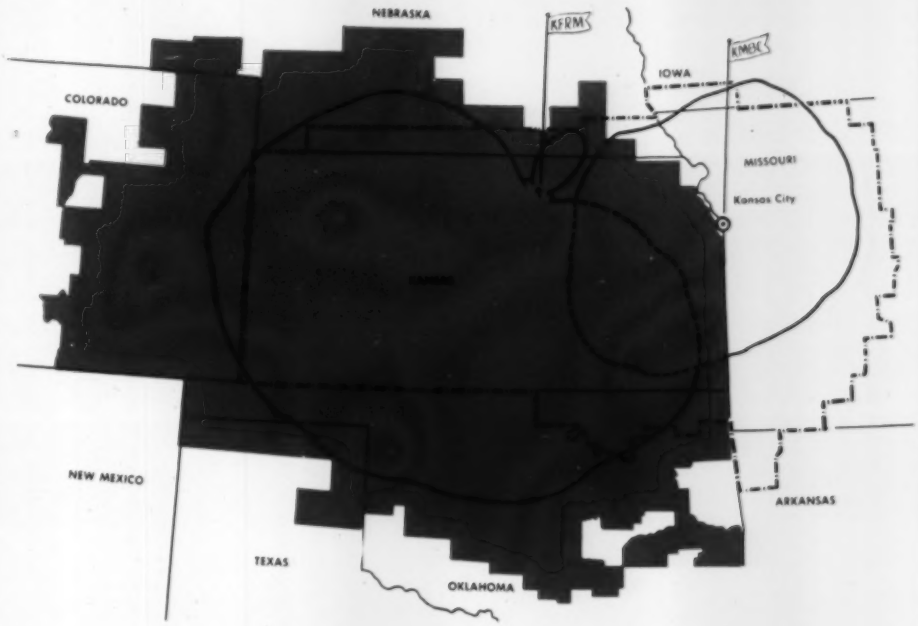
STORY soon should be out about one radio set manufacturer using TV to promote sales of receivers with phenomenal results. Manufacturer's experience is that AM sets sell in greater volume than combination AM and FM, blaming largely failure of FM stations to exploit their opportunities.

CHANCES look good for Radio Mfrs. Assn. to break down monthly TV set production figures to show number of receivers with regular FM tuning. Move long sought by FM Assn., which believes third to fourth of all TV sets have 88-108 mc FM band.

LOW-DOWN on ultra-high and very-high TV allocations may be given RMA delegation slated to visit FCC Chairman Coy today. Set makers, harrassed by public fears that present sets will soon be obsolete, hope to get encouraging word on length of freeze and future pattern of TV allocation.

WOMEN'S activities getting more attention at NAB. Board-approved plan now in works to have Pat Griffith, women's director, report directly to management instead of through public relations department, which proposed new procedure.

The KMBC-KFRM Team Provides COVERAGE!



Broken line shows Kansas City's primary trade territory as determined by Dr. W. D. Bryant, Kansas City researchist.

Black lines show the proved .5 millivolt contour of KMBC and KFRM.

Red shows concentrated KFRM listener area as determined by summer mail count on this station only. Mail received from 253 counties in 11 states.

The KMBC-KFRM Team is the only single Kansas City broadcaster to provide complete, economical coverage of the great Kansas City trade area.

With programming from Kansas City, the Team has a potential audience within the proved 0.5 mv/m contour, as illustrated, of 3,659,828 people . . . all important consumers in this rich Heart of America market.

The KMBC-KFRM Team provides, too, for the first time, valuable service to the listeners in this territory. Market broadcasts come direct from the Kansas City Stockyards, grain, poultry and produce quotations are right up to the minute, and practical programs on agricultural problems are daily features direct from the KMBC-KFRM Service Farm.

The KMBC-KFRM Team Serves 3,659,828* People

* 1940 Census

7th Oldest CBS Affiliate

KMBC

OF KANSAS CITY

5000 on 980

Represented Nationally by FREE & PETERS, INC.

Programmed from Kansas City

KFRM

For Kansas Farm Coverage

5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY